

University of Arkansas - Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

MCOM 25103 Media Production

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite or corequisite: MCOM 12003 Introduction to Media Communication

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Fundamentals of media production focusing on technical and aesthetic practices in audio-visual media, single-camera techniques, and visual storytelling techniques.

B. Additional Information – None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Demonstrate the basic knowledge of terms and concepts related to the art and technology of digital media production
2. Describe and appreciate the responsibilities and duties of various crew positions
3. Apply production fundamentals to preproduction, production, and postproduction of video projects
4. Demonstrate an understanding of emerging trends in digital media production.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills: Students will draw conclusions and/or solve problems through production planning and execution on various technological platforms.

Communication Skills (written and oral)

Students will communicate effectively with a variety of audiences in any setting through media projects.

III. Major Course Topics

- A. Preproduction, Production, Postproduction
- B. Visual Storytelling
- C. Production Design
- D. Mise-en-Scène
- E. Cinematography
- F. Master Scene Technique
- G. Editing
- H. Sound
- I. Storyboards