

## DIGITAL VIDEO

---

### Program Outline

<b>Major:</b>	DVID
<b>Length:</b>	1 Year
<b>Delivery:</b>	2 Semesters
<b>Credential:</b>	Ontario College Graduate Certificate
<b>Effective:</b>	2016-2017
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie), Summer (Barrie)

---

#### Description

Digital video has become a specialized service within the photography profession. Students in this program build on previously gained digital photography and imaging abilities and experience, adding industry standard skills and expertise applicable to planning, capturing, and editing digital video. Students also assess client needs for video products and focus on realistic solutions that will be aesthetic, marketable, and polished. This program covers pre-production, video capture, sound, editing, video aesthetics, and relevant business practices.

#### Career Opportunities

Graduates may find employment as videographers, assistants, or technicians within the photography and video industry. They will have the technical and entrepreneurial skills needed to use video in industries related to photojournalism, events, travel and tourism, public relations, online advertising, fine art, and more. Business and technical skills will also provide graduates a variety of opportunities in the video wholesale and retail sales sector.

#### Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- capture professional quality digital video using a variety of techniques and equipment in order to meet the needs of the client;

- edit digital video using industry standard software to produce a high quality finished product;
- capture and edit sound as required for the development of professional quality video;
- integrate the aesthetic principles of design and motion graphics within the planning, production, and editing of digital video;
- evaluate digital video projects in terms of their aesthetic merit, technical competence and profitability;
- output digital video for a variety of sources including formatting videos for contemporary online uses and distribution;
- integrate the newest technologies being used in digital photography and video through a focus on ongoing professional development;
- perform routine maintenance and upkeep of digital video equipment and files including colour calibration as well as professional archival of digital assets.
- produce a portfolio of digital video projects which highlights innovation and technical acumen while also showcasing new products for potential clients;
- evaluate projects to determine their potential and relevant needs in terms of video production;
- analyze project parameters in order to determine requirements related to the rights of people, applicable legislation, health and safety, and other ethical/legal concerns;
- incorporate digital video practices into the business plans, marketing, and the general workflow (including contracts, estimates, and budgeting) of a photography venture;
- incorporate interpersonal skills, technical abilities, business practices, and innovative thinking into the development of entrepreneurial activities with digital video;
- apply the work practices related digital video in environmentally responsible and sustainable ways that are beneficial to the community.

### **External Recognition:**

Applicants must have a diploma, degree, or equivalent in photography (including a background in digital photography).

Applicants who do not have the above requirements may be considered upon submission of a portfolio and resume showing evidence of creative ability, digital photography and imaging skills, and industry experience.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1 | Sem 2  
-----  
Fall | Winter  
2016 | 2017

Summer Intake - Barrie

Sem 1 | Sem 2  
-----  
Summer | Fall  
2017 | 2017

### **Admission Requirements:**

Applicants must have a diploma, degree, or equivalent in photography (including a background in digital photography).

Applicants who do not have the above requirements may be considered upon submission of a portfolio and resume showing evidence of creative ability, digital photography and imaging skills, and industry experience.

### **Graduation Requirements:**

11 Mandatory Courses

### **Graduation Eligibility:**

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

### **Mandatory Courses**

DVID1000 Digital Video Pre-Production  
DVID1001 Video Production  
DVID1002 Post-Production Techniques  
DVID1003 Lighting for Video  
DVID1004 Sound Capture and Editing  
DVID1005 Aesthetics of Video and Motion  
DVID1006 Special Effects

DVID1007 Advanced Video Production  
DVID1008 Advanced Post-Production Techniques  
DVID1009 Trends and Issues: Video  
DVID1010 Portfolio Development: Video

**Course Descriptions:**

**DVID1000 Digital Video Pre-Production 42.0 Hours**

In this course, students study the activities that take place in the early stages of a limited, small-scale video production. This includes writing scripts, storyboarding, identifying locations, set construction, gathering props and costumes, identifying actors, planning effects, etc. In addition, issues related to contracts, releases, and copyright are covered.

**DVID1001 Video Production 70.0 Hours**

Digital video capture techniques are introduced within this course, including the use of technology designed to aid in shooting video through a DSLR camera as well the use of dedicated video cameras. Students produce videos both in the studio and on location. Topics explored include interviews, video journalism, instructional videos, etc. Students also learn how to calibrate and maintain the gear used in video production.

**DVID1002 Post-Production Techniques 56.0 Hours**

Video image editing is introduced within this course through the use of industry standard video editing software. Students use the software to cut and sequence video clips as well as to add basic transitions and effects. In addition, video formats for traditional and online distribution are covered within the course.

**DVID1003 Lighting for Video 42.0 Hours**

The similarities and differences between lighting for photography and lighting for video are explored within this course. Students expand on their knowledge of studio lighting as it applies to capturing motion images, using industry standard video lights. In addition, shooting professional quality video with natural lighting is also explored.

**DVID1004 Sound Capture and Editing 42.0 Hours**

Students in this course work with the hardware and software required to capture and edit sound in a small-scale production. Students learn how to use industry standard sound recording equipment to record sounds, sound effects, voice, music, etc. The course also includes content related to postproduction techniques that involve sound.

**DVID1005 Aesthetics of Video and Motion 42.0 Hours**

In this course, students are introduced to the aesthetic concepts related to digital video. As such, students expand on their understanding of traditional photographic aesthetics related to form, content, and subject matter by adding issues related to time and sound. Students will analyze exemplary videos to gain an increased comprehension of what

makes a video visually pleasing, professional looking, entertaining, artistic, and/or informative.

**DVID1006 Special Effects 42.0 Hours**

Students in this course learn how to create and embed a variety of special effects into digital video. This includes traditional effects that can be incorporated during the video capture as well as animated effects that are produced using 2D animation software.

P- DVID1002 Post-Production Techniques and P- DVID1004 Sound Capture and Editing

**DVID1007 Advanced Video Production 56.0 Hours**

Advanced techniques with cameras and studio equipment are the subject of this course. The focus is on producing high quality videos of both people and places. This includes the creation of video for social events, sports, concerts, real-estate, etc.

P- DVID1001 Video Production and P- DVID1003 Lighting for Video

**DVID1008 Advanced Post-Production Techniques 42.0 Hours**

Students in this course explore the advanced uses of the software technologies that are employed to create a completed video product. This includes further development of skills with video and sound editing as well as the formatting and publishing of videos. Maintenance and calibration of post-production equipment is also covered.

P- DVID1002 Post-Production Techniques and P- DVID1004 Sound Capture and Editing

**DVID1009 Trends and Issues: Video 28.0 Hours**

The incorporation of video services into a photography venture is covered within this course. This includes determining appropriate services to offer, marketing and branding plans, and entrepreneurial opportunities that may arise. In addition, this course investigates the technology used in digital video image production. Students explore the latest trends, issues, equipment, and techniques.

**DVID1010 Portfolio Development: Video 42.0 Hours**

Activities within this course focus on the development of student portfolios of digital video. Students complete projects designed to improve their portfolios within their own personal areas of interest. In addition, a variety of techniques for producing a finished digital video showcase portfolio are investigated.

P- DVID1000 Digital Video Pre-Production and P- DVID1001 Video Production and P- DVID1002 Post-Production Techniques and P- DVID1003 Lighting for Video and P- DVID1004 Sound Capture and Editing

**Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*