

# DIGITAL VIDEO

**Program:** DVID

**Credential:** Ontario College Graduate Certificate

**Delivery:** Full-time

**Length:** 2 Semesters

**Duration:** 1 Year

**Effective:** Fall 2018

**Location:** 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:

1. capture professional quality digital video using a variety of techniques and equipment in order to meet the needs of the client;
2. edit digital video using industry standard software to produce a high quality finished product;
3. capture and edit sound as required for the development of professional quality video;
4. integrate the aesthetic principles of design and motion graphics within the planning, production, and editing of digital video;
5. evaluate digital video projects in terms of their aesthetic merit, technical competence and profitability;
6. output digital video for a variety of sources including formatting videos for contemporary online uses and distribution;
7. integrate the newest technologies being used in digital photography and video through a focus on ongoing professional development;
8. perform routine maintenance and upkeep of digital video equipment and files including colour calibration as well as professional archival of digital assets;
9. produce a portfolio of digital video projects which highlights innovation and technical acumen while also showcasing new products for potential clients;
10. evaluate projects to determine their potential and relevant needs in terms of video production;

11. analyze project parameters in order to determine requirements related to the rights of people, applicable legislation, health and safety, and other ethical/legal concerns;
12. incorporate digital video practices into the business plans, marketing, and the general workflow (including contracts, estimates, and budgeting) of a photography venture;
13. incorporate interpersonal skills, technical abilities, business practices, and innovative thinking into the development of entrepreneurial activities with digital video;
14. apply the work practices related digital video in environmentally responsible and sustainable ways that are beneficial to the community.

## The Program Progression

### Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019

## Admission Requirements

- Two- or three- year college diploma, or a college or university degree.

Applicants that possess a college diploma, or a college or university degree in photography, film studies, media studies, journalism, broadcasting, business, marketing, communications, fine art, graphic design, English, history, tourism, or education are not required to submit creative work.

Applicants that do not have the background noted above are required to submit three examples of creative work related to their interest in the field of Digital Video. Samples may include creative photography, films, video clips, scripts, storyboards, narratives, proposals, or other relevant work samples.

## Graduation Requirements

11 Program 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%.

### Program Tracking

Semester 1		Hours
Program Courses		
DVID 1000	Digital Video Pre-Production	42
DVID 1001	Video Production	70
DVID 1002	Post-Production Techniques	56
DVID 1003	Lighting for Video	42
DVID 1004	Sound Capture and Editing	42
Hours		252
Semester 2		
Program Courses		
DVID 1005	Aesthetics of Video and Motion	42
DVID 1006	Special Effects	42
DVID 1007	Advanced Video Production	56
DVID 1008	Advanced Post-Production Techniques	42
DVID 1009	Trends and Issues: Video	28

DVID 1010	Portfolio Development: Video	42
	Hours	252
	Total Hours	504

*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.*