EDUCATIONAL OBJECTIVES

It is the purpose of this BGA in Videography degree to take creative students and educate them in preparation for roles within the videography industry or for operating their own businesses. Many opportunities will present themselves to graduates of this bachelor-level degree program. It is an exciting degree that attracts students from all over with its strong and diverse curriculum. Students will be taught a wide variety of video skills including corporate and industrial videography, commercials, documentaries, digital films, television, video for the web, concerts and live events, motion graphics and music videos. They will also understand web design, photography and techniques of operating and marketing a business. Graduates will be able to move smoothly into the corporate or business worlds.

The future demand for qualified professional videographers is only going to grow. There are many creative areas in which a graduate from this program could flourish. This includes, but certainly is not limited to, news and weather videography, sports videography, wedding videography and special events like musical concerts. The increase in demand for DVDs also has added to the job possibilities for professional videographers. This includes both personal (weddings, funerals, birthday parties, anniversaries, family reunions and any social gathering) and business (sales events, annual board meetings, government projects, musical concerts and events and publicity events) applications for DVDs that can be shared or distributed to persons who may have been unavailable to attend the original event or who were there but wish to review or simply re-watch the event.

All students in this program will be given the opportunity, through a strong curriculum that includes a variety of general education courses, to develop their critical thinking skills and their decision-making abilities. Students will also be expected to refine their creative talents and use them as they develop their videography skills.

All 135 semester hours of this degree program must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

Bachelor of Graphic Arts (BGA) 
Digital Videography

The normal duration of the Bachelor of Graphic Arts (BGA) program in Videography is 11 semesters (44 months). Graduates of the program complete 135 semester credit hours and earn a Bachelor of Graphic Arts degree in Videography, preparing them for entry-level and advanced-level work in the videography field.

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GENERAL EDUCATION COURSES

PH101         INTRODUCTION TO PHOTOGRAPHY     3
PH103         ADOBE LIGHTROOM                 3
SLT130         STUDIO LIGHTING TECHNIQUES      3
APSP140        ADOBE PHOTOSHOP               3
DP104         DIGITAL PHOTOGRAPHY             3
APR240         ADVANCED DIGITAL PHOTOGRAPHY    3
VID101         INTRODUCTION TO VIDEOGRAPHY      3
WD285         WEB DESIGN                      3
ID280         INTERACTIVE DESIGN I            3
VID102        CINEMATIC TECHNIQUES            3
MG250         MOTION GRAPHICS                3
BUS270        THE BUSINESS OF VIDEOGRAPHY I    3
BUS280        THE BUSINESS OF VIDEOGRAPHY II   3
BUS285        ONLINE MARKETING                3
VID335        LIGHTING FOR VIDEOGRAPHY        3
VID305        VIDEOGRAPHY PREPRODUCTION TECHNIQUES | 3
VID310        SCREENWRITING                  3
VID252        EDITING TECHNIQUES              3
VID330        AUDIO TECHNIQUES                3
VID340        PRODUCING AND DIRECTING         3
MG360         ADVANCED MOTION GRAPHICS         3
FP360         FIELD PRODUCTION TECHNIQUES       3
NVD370        NEWS AND SPECIAL EVENTS VIDEOGRAPHY | 3
VID380        WEDDING VIDEOGRAPHY             3
VID410        ADVANCED STORYTELLING AND SCREENWRITING | 3
VID425        ACTING AND DIRECTING            3
MV430         MUSIC VIDEO PRODUCTION I         3
MV435         MUSIC VIDEO PRODUCTION II        3
APSP440       ADVANCED POST PRODUCTION        3
VID465        SHOOTING DOCUMENTARY            3
VID470        SHOOTING COMMERCIALS            3
VID475        SHOOTING TELEVISION AND FILM     3
VID490        CAPSTONE VIDEO PRODUCTION       3
JS440         INDEPENDENT STUDY (OPTIONAL)      1-4
BUS480        PORTFOLIO AND RESUME PREPARATION | 3

TOTAL CREDIT HOURS 135
COURSES OF MAJOR

PH 101 INTRODUCTION TO PHOTOGRAPHY
This course is the first step in building photographic skills necessary for the working professional. It introduces students to digital photography and all the aspects of using a digital camera. Students will put into practice selective depth of field and creative use of high and low shutter speeds. The course concentrates on what makes a good image.

PH 103 ADOBE LIGHTROOM
Students will be introduced to the Mac computer. Comparisons between the Mac and PC environments will be discussed in order to help those who are used to working with the PC become comfortable in a Mac environment. Students learn how to work with the system organization and workflow. Through the use of the various programs included with the operating system and Adobe Lightroom, this learning process will take the students through various projects geared to introduce them to the software applications they will use the most. Students will begin to use Adobe Lightroom to organize their workflow and develop their photographs using camera raw files. Emphasis will be placed on acquiring proficiency with camera raw processing for correct white balance, tonal range, noise reduction and sharpening.

SLT 130 STUDIO LIGHTING TECHNIQUES
This is a studio and lighting course covering basic fundamentals of various types of lighting. It includes different lighting systems demonstrating studio techniques for portrait, tabletop and still life photography. This class will give students an understanding of how to work in studio to achieve hard light and soft light using light modifiers like reflectors, soft boxes, umbrellas, grids, snoots and various other lighting accessories.

APSP 140 ADOBE PHOTOSHOP
Learn how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a photographer’s standpoint in this course. Building upon Introduction to Computers, Adobe Photoshop will delve deeper into the technical aspects of the program, showing photography students techniques for color management, image and color adjustments, montage techniques and preparing images for print.

DP 104 DIGITAL PHOTOGRAPHY
This course is primarily a shooting course. Students are expected to shoot hundreds of images improving their techniques and skill as they progress. Some images may become portfolio quality. Other chapters covered include digital imaging, analyzing digital images, image capture with digital cameras and scanners, output devices, resolutions and digital file formats.

ADP 240 ADVANCED DIGITAL PHOTOGRAPHY
This course is designed to teach students how to fully develop digital images in Camera Raw, and how to post process images in Photoshop using advanced techniques. Topics include soft proofing and color management, using speed lights and diffusers, noise reduction, controlling DOF, correcting lens distortion in post work, using Photoshop’s panoramic, Zoomify, displacement and vanishing point features, HDR imaging using Photomatix and focus stacking using Zerene Stacker.
Course Descriptions for Videography (BGA)

**VID 301 INTRODUCTION TO VIDEOGRAPHY**
This course will introduce students to basic video production techniques. Students will learn how the camera acts as a storyteller. In addition to learning basic procedures and techniques of video productions, students will dissect various print, video and film projects to analyze details and tricks of emotional augmentation.

**WD 285 WEB DESIGN**
In this course, using Adobe Dreamweaver, students will learn the basics for creating websites. Students will create their own web portfolio.

**ID 280 INTERACTIVE DESIGN I**
Interactive Design represents a critical and rapidly evolving construct of the overall Internet user experience (UX). Whether an artist, programmer, web designer or otherwise, the need to manipulate and customize Internet content dynamically for each user is no longer an amenity, it is a necessity. While the concept of Interactive Design embodies a broad spectrum of techniques and methodologies, the purpose of this class is to focus on those most prevalent: Flash and HTML. Currently, Interactive Design is in a state of rapid maturation, and learning both design technologies serves as the best way to pace with the industry’s evolving current, without being left behind. By the end of the semester, students will build their own animations, games, web applications, advertisements and other interactive content for multiple platforms and devices through use of both HTML and FLASH.

**VID 302 CINEMATIC TECHNIQUES**
This class describes the history of filmmaking and the equipment/techniques that have evolved into modern motion picture creation. Students will learn the history of films and will shoot a short film utilizing the various techniques demonstrated in class. As technology and business practices advance, so does the sophistication and expectations of the audience. Film has established itself as the most popular and profitable form of entertainment, changing the social landscape of the planet and challenging foundations of storytelling and current politics. With the introduction of the computer, all aspects of production and exhibition changed.

**MG 250 MOTION GRAPHICS**
This class is designed to expose the student to software and techniques used in the creation of professional motion graphics. With the demand for motion graphics in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods as well as experience with different software will provide greater flexibility and capability for graphic designers and videographers. Beginning with key frames, this class examines the basics of motion graphic creation and animation. Utilizing particle emitters, behaviors, filters and effects, the students will create pro-level graphics presentations on multiple software platforms.

**BUS 270 THE BUSINESS OF VIDEOGRAPHY I**
This course focuses on business basics in videography, including sales, marketing, branding, social media and building and maintaining a community of artists, co-workers, clients and referrals. Business skills, pitching, communication, contracts, waivers, scheduling, preproduction, maintaining equipment and the bottom-line will all be major topics of discussion and exercise. From Introduction to Videography and Business I, all the way to Capstone, students will continue to evolve in their entrepreneurial presentation.

**BUS 280 THE BUSINESS OF VIDEOGRAPHY II**
Building on the foundations set in BUS 270, the Business of Videography II will walk students through long-term focus of solidifying a company, community, brand, style and inspiration. Conceptualizing the pitch process and thinking for different budget ranges will all be key points in this class. Through an interview project and two major production plans,
students will continue to hone their understanding of clientele, business role models, production frugality, job role responsibility and smart equipment investment.

**BUS 285 ONLINE MARKETING**
It’s no secret that the Internet has changed how people and businesses interact with one another. Videographers have a great deal to gain from social networking because it is the communication and marketing tool of today. Videographers can gain more exposure for their work and build a positive reputation online. They can find new clients and develop a community around their work. Videographers may be familiar with social networking tools like Facebook, Youtube, Vimeo, Twitter/Vine and blogging but may not know how to put these tools to use for business success. This course acts as a practical guide for videographers to get online and embrace social networking efficiently and effectively.

**VID 335 LIGHTING FOR VIDEOGRAPHY**
This course is an advanced study of lighting, specifically for commercial digital video projects. Students are expected to show competency in basic lighting techniques and advanced understanding of how light can be manipulated to produce specific results.

**VID 305 VIDEOGRAPHY PREPRODUCTION TECHNIQUES**
This course will explore preproduction planning from concept to completion, including idea communication and pitching. Students learn basic screenwriting, design lighting charts, budget management, storyboarding, scheduling, location scouting and roles of the director and crew.

**VID 310 SCREENWRITING**
This course introduces students to the concepts, tools and practice of story structure and screenwriting. Theme, character, narrative form and the tools of screenwriting will be observed, discussed and exercised within the framework of feature and short film writing. Students will write idea pitches, a basic full-length film outline and short scripts with a technical focus on formatting, pacing and diction. They will analyze film/video as a medium, observing its strengths and weaknesses. The class will also discuss studio screenwriting and independent screenwriting with spec scripts, adaptation, budget, demographics, agents/managers, producers and distribution in mind.

**VID 325 EDITING TECHNIQUES**
This course examines visual storytelling techniques and tools of video editing. Students will dissect editing styles, experiment with video projects and learn terms and tricks. The overall pacing of scenes and sequences will be discussed, as well as the importance of drawing visual and timing cues from the story itself. Going beyond just the basics of storage, timelines, shot choices, inserts, montage, series of shots, transitions and fades, this course will examine how to draw an audience in and how to make an audience identify with the characters’ perspectives for the sake of the overall scene and story arc.
NVD 370 NEWS AND SPECIAL EVENTS VIDEOGRAPHY
Students will study and learn methods and procedures for shooting and preparing video for news, with some focus on live events as well. Students will be trained in story and preproduction, fieldwork, interviewing, lighting and shooting, logging, editing, sound and music mixing for overall tone and delivery.

VID 380 WEDDING VIDEOGRAPHY
Wedding Videography will take students into preparation and execution of personal and emotional live-event shooting. This class will explore how to present your business as a wedding videographer (clients, referrals, branding, online presence, product delivery and look) as well as how to pre-produce and prepare oneself for shooting once-in-a-lifetime live events. The class will discuss and review not only how to communicate with clients and scheduling but also how to deal with limited control in an on-location production focus, discussion, reading and projects. These include but not limited to graduations, birthdays, coming-home-celebrations, engagements, business events, sermons or speeches.

VID 410 ADVANCED STORYTELLING AND SCREENWRITING
This course will build on the foundations set in Screenwriting. With the basics behind them, students will continue to sharpen their craft with a focus on description, dialogue, structure and character. The tools of screenwriting will be experimented with and expanded on through class assignments. Styles of analysis, Three-Act Structure, theme and economy-of-words will be refined as they relate to short form screenwriting. Commercial breakdowns, short scripts, feature scripts and documentary breakdowns will all be discussed and dissected. Students will also take a great focus on audience, delivery and how demographics and investors influence storytelling and the message.

VID 425 ACTING AND DIRECTING
This course walks video students through the basics of the director-actor relationship, how to interact with talent and how to set the tone for a project or scene. Monologues and scene work will be the primary project focus, including in-class rehearsals and test-run performances. The course will also delve into the theory, tools and tricks of understanding the core of a scene and getting into a performance. Discussion, research and professional testimony will also aid the student’s understanding of the world and expectations of an actor.

MV 430 MUSIC VIDEO PRODUCTION I
In this practical, hands-on course, students will build upon Nashville’s rich heritage as a music video production hub to create a music video from pre-production to completion. In addition, students will learn to apply visual storytelling, tone, color, composition and pacing tools to their music video productions. Students will also learn how to watch, break down and analyze music videos.

MV 435 MUSIC VIDEO PRODUCTION II
In Music Video II, students will be able to exercise the basic tools established in Music Video I. Beyond visual storytelling, tone, color, composition and pacing, students will focus on two major projects which will allow practical application of fundamentals. Students will develop, produce, direct and edit both a live performance music video as well as a final, non-live video for presentation to the class.

APSP 440 ADVANCED POST PRODUCTION
This class is designed to expose the student to software and techniques used in the creation of professional video projects including colorizing, motion text and composite shots. With the demand for specialized post-production in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods as well as experience with different software will provide greater flexibility and capability for graphic designers, videographers and filmmakers. Beginning with key frames, this class examines the basics of motion graphic creation and animation. Utilizing particle emitters, behaviors, filters and effects, the students will create graphics presentations on multiple software platforms.

VID 465 SHOOTING DOCUMENTARY
This course will guide students through the preproduction, production and postproduction process of documentary videography. Preproduction work will include planning pitches, stories, pre-interviews, motifs, budgets, schedules and personnel for documentary and guerrilla videography. Production will include camera and audio set ups, working with non-actors and executing coverage. Postproduction will include footage logging and editing, sound design and reforming your story. Discussions of what the documentary has become, the ethics of documentary and the mocumentary (sister-genre) will also inform the class. Long form, short form, commercial, behind-the-scenes, how-to and educational aspects of documentary will all be involved in class debate and assignments.
VID 470 SHOOTING COMMERCIALS
This course walks students through the commercial process from start to finish. The class will examine commercials from a production standpoint with a focus on investors, sales, demographics, slogan, color palette, product and brand history, casting and the pitch process. Preproduction planning, idea, pitch techniques and look books will play a large part early in the course. Mixing art and business, creating eye-catching visuals and defining a clear message will be discussed and exemplified in commercial planning, shooting and editing. Students will also dissect professional commercials for television and web markets and discuss the future of sales, persuasion, archetypes and ethics within the field.

VID 475 SHOOTING TELEVISION AND FILM
This course will focus on the overall process of directing and producing narrative story in short, episodic and long form. Students will dissect professional film, television and web series and discuss the techniques and tools of plant and payoff, character arc, theme and storytelling for fiction. Various production styles and budgets will be reviewed, as well as utilizing a project's characters or a project's story. Writing for the genre and budget; preproduction and casting; location and studio shooting; working with actors; editing; sound design; score and single vs. multi-camera shooting will all be observed and experimented with to solidify experience in the form.

VID 490 CAPSTONE VIDEO PRODUCTION
This capstone video production course will integrate prior learning by having students plan, organize and produce an independent video project. Projects may include studio and/or field productions approved by the instructor. This is the final video project of the BGA program and is expected to be of high quality displaying knowledge and talent representing a culmination of the program.

IS 440 INDEPENDENT STUDY (for photo and video)
Independent study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area that a student needs in order to complete degree requirements. Independent studies must be approved by a member of the faculty and by the vice president for academic affairs.

BUS 480 PORTFOLIO AND RESUME PREPARATION
This course provides students who are about to graduate from the Bachelor Degree program in Videography with an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal setting concepts are reintroduced. Students are also expected to produce videos for portfolios. Students must participate in a formal portfolio presentation of their work to the community and to their fellow students. They are given instructions in portfolio presentation and preparation of their own resume, as well as print and electronic cover letters.