



Bachelor of Graphic Arts (BGA) Video & Film

Educational Objectives

Many opportunities will present themselves to graduates of this BGA degree program. This is an exciting degree that attracts students from all over with its strong and diverse curriculum. These BGA graduates will be able to move smoothly into the corporate and business worlds as they use their photographic skills in the workplace. Also, if so inclined, they will be able to operate their own photography studios.

Graduates of this bachelor degree program will additionally have the opportunity to work in many creative areas. They could move into the videography field as a news, sports, special events or promotional videographer. The expertise gained in this program could certainly be utilized in the world of fashion and in wedding photography and videography.

This degree could lead to many different creative positions. With the development and refinement of broadband technologies and high-definition television, the broadcast marketplace is in the process of one of the most important changes in its history. With the number of specialty networks increasing and with all the changes happening in local news and information technologies, the need for qualified video professionals is constantly increasing. In addition, the need for specialty video professionals – those who create DVDs for weddings, anniversaries, government projects, sales events, social gatherings and others – is in high demand and increasing. As these markets continue to grow, creative professionals who supply quality recordings of the events will be in even greater demand, especially those who are able to work in the new, high-definition marketplace.

In addition to the real possibility that many graduates of the BGA in Digital Photography and Video degree program will go into business for themselves, there are numerous employment opportunities in the marketplace. These include positions such as news videographer, sports videographer, promotion videographer, special events videographer, producer, studio photographer, wedding photographer, advertising photographer, digital imaging and video editor.

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

The normal duration of the Bachelor of Graphic Arts (BGA) program in Video & Film is 11 semesters (44 months). Graduates of the program complete 135 credit hours and earn a Bachelor of Graphic Arts degree in Video & Film preparing them for entry-level and advanced-level work in the video and film fields.

Course Number	Course Title	Credit
GENERAL EDUCATION COURSES		
SS 104	SUCCESS STRATEGIES	4
PL 103	PHILOSOPHY	4
PS 108	PSYCHOLOGY	4
MTH 300	CONTEMPORARY MATH	3
HWC 301	HISTORY OF WESTERN CIVILIZATION	4
ES 300	EARTH SCIENCES: THE HUMAN ENVIRONMENT	3
LIT 211	LITERATURE	4
EN 270	ENGLISH	4
EN 280	ENGLISH: WRITTEN AND ORAL COMMUNICATION	3
COURSES OF MAJOR		
PH 101	INTRODUCTION TO PHOTOGRAPHY	3
SLT 130	STUDIO LIGHTING TECHNIQUES	3
AI 140	ADOBE ILLUSTRATOR	3
APSP 140	ADOBE PHOTOSHOP	3
DP 104	DIGITAL PHOTOGRAPHY	3
ADP 240	ADVANCED DIGITAL PHOTOGRAPHY	3
VID 301	INTRODUCTION TO VIDEO AND FILM	3
WD 285	WEB LANGUAGE I	3
ID 280	INTERACTIVE DESIGN I	3
VID 302	CINEMATIC TECHNIQUES	3
MG 250	MOTION GRAPHICS	3
BUS 270	THE BUSINESS OF VIDEOGRAPHY I	3
BUS 280	THE BUSINESS OF VIDEOGRAPHY II	3
BUS 285	ONLINE MARKETING	3
VID 335	LIGHTING FOR VIDEOGRAPHY	3
VID 305	VIDEOGRAPHY PREPRODUCTION TECHNIQUES	3
VID 310	SCREENWRITING	3
VID 325	EDITING TECHNIQUES	3
VID 330	AUDIO TECHNIQUES	3
VID 340	PRODUCING AND DIRECTING	3
MG 360	ADVANCED MOTION GRAPHICS	3
FP 360	FIELD PRODUCTION TECHNIQUES	3
NVD 370	NEWS AND SPECIAL EVENTS VIDEOGRAPHY	3
VID 380	WEDDING VIDEOGRAPHY	3
VID 410	ADVANCED STORYTELLING AND SCREENWRITING	3
VID 425	ACTING AND DIRECTING	3
MV 430	MUSIC VIDEO PRODUCTION I	3
MV 435	MUSIC VIDEO PRODUCTION II	3
APSP 440	ADVANCED POST PRODUCTION	3
VID 465	SHOOTING DOCUMENTARY	3
VID 470	SHOOTING COMMERCIALS	3
VID 475	SHOOTING TELEVISION AND FILM	3
VID 490	CAPSTONE VIDEO PRODUCTION	3
IS 440	INDEPENDENT STUDY (Optional)	1-4
BUS 480	PORTFOLIO AND PROMOTION	3
Total Credit Hours		135



Course Descriptions for Video & Film (BGA)

General Education Courses

EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION

This course is designed to provide the student with instruction in two major areas of the English language – writing skills and oral communication skills. Writing techniques using correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

PL 103 PHILOSOPHY

This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

PS 108 PSYCHOLOGY

This is a survey course of the science of psychology. It covers the key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to a discussion of how each field applies to human events in the everyday lives of people. An examination of how psychology also applies to advertising, graphic arts, illustration and photography will be made.

MTH 300 CONTEMPORARY MATH

Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematical applications involving choice, voting systems, routing and networks, project scheduling, descriptive and inferential statistics, and probability.

AH 212 ART HISTORY/APPRECIATION

This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

HWC 301 HISTORY OF WESTERN CIVILIZATION

This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation

of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT

This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

LIT 211 LITERATURE

This class is designed to enhance the student's understanding and exposure to literature. Readings will come from the PDF files on Moodle as well as from handouts from the instructor. A novel reading is required and each student will read and analyze a different novel from a list provided by the instructor. Readings from different genres and cultures will include short stories, poetry and drama. Essays to analyze the readings are the method of assessment as well as tests over the readings and background materials.

EN 270 ENGLISH

This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these can add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

SS 104 SUCCESS STRATEGIES

Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

Courses of Major

PH 101 INTRODUCTION TO PHOTOGRAPHY

Introduction to photography will focus on learning and building the photography skills necessary to complete a variety of technical assignments revolving around nature and wildlife. Students will learn how to utilize the main functions of a digital camera in order to make accurate exposures. They will also learn the correct terminology and equipment associated with basic photography. This course is designed to build each student's confidence when using their camera to complete challenging assignments. Introduction to photography will give students a solid foundation that will be used throughout their photography degree program. Shooting assignments for this course will primarily consist of nature photography concepts using available light. Use of tripods, meters and lenses will be taught on field trips with an emphasis on basic color control, composition and exposure.

SLT 130 STUDIO LIGHTING TECHNIQUES

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

AI 140 ADOBE ILLUSTRATOR

This course will teach students the Adobe Illustrator program, which is the industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, illustrations and reach an understanding of the types of real-world problems students face on the job. Printing, color and design techniques (the latter learned in the various graphic design courses) will be integrated for completion of the various projects.

APSP 140 ADOBE PHOTOSHOP

This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a photographer's standpoint. Building upon what was learned in the initial Introduction to Computers course, Adobe Photoshop for Photographers 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.

DP104 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 through the course. Some of the images students produce may be of portfolio quality. Additional topics 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 for students with advanced knowledge of computers and image editing software. It is designed to teach students how to fully develop digital images in Camera Raw; to post-process images in Photoshop using advanced techniques; to apply color management techniques to their workflow, including soft-proofing; and, to professionally manage their workflow from concept to final output. 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 Photoshop and Adobe Camera Raw; and, focus stacking using Zerene Stacker.

VID 301 INTRODUCTION TO VIDEO AND FILM

This course will introduce students to basic video production techniques and tools. 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 film and commercial projects to analyze detail and tricks of emotional augmentation.

WD 285 WEB DESIGN

Knowledge of basic Web Design is rapidly becoming a prerequisite skill in many technology-oriented occupations. Even for those who do not intend to enter a career exclusively in web design, the current demand for basic abilities to create and manage a web presence is becoming widely expected. In WD 285, students will be introduced to prototyping web designs, a variety of web programming languages such as HTML5 and CSS3, a variety of industry standard web editing tools, creation and optimization of web graphics and animations, web page layout and authoring web pages to the Internet. By the end of the course, students should feel comfortable designing web content from scratch or editing existing web content regardless of their chosen career path.

ID 280 INTERACTIVE DESIGN I

Interactive Design represents a critical and rapidly evolving construct of the overall Internet user experience. 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 is designed to describe the history of filmmaking and the equipment and techniques that have evolved into modern motion picture creation. As technology and business practices advance, so does the sophistication and expectations of the audience. Throughout the twentieth century, film has established itself as the most popular and profitable form of entertainment, changing the social landscape of the planet, challenging the foundations of storytelling and current politics and setting the stage for the video game, videography and DSLR revolutions. Hollywood broke free from the monopoly of the east and generated a studio system of film production that continues to this day. With the introduction of the computer, all aspects of production and exhibition changed. Students will learn the history of films and will create short videos utilizing the various techniques demonstrated in class.

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 will provide greater flexibility and capability for graphic designers and videographers. Beginning with keyframes, this class examines the basics of motion graphic creation and animation. Utilizing Adobe After Effects, the students will create pro-level graphics presentations.

BUS 270 THE BUSINESS OF VIDEOGRAPHY I

Whether it is music videos, sporting events, corporate, commercial, documentary, narrative video or family events, one must understand the basic structure and tools of sustaining the capital, clientele and business aspects of the creative process. This course will focus 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 favors and the bottom-line will all be major topics of discussion and exercise. From VID 301 and Business I, all the way to Capstone, students will continue to evolve in their entrepreneurial presentation. It begins here.

BUS 280 THE BUSINESS OF VIDEOGRAPHY II

Building on the foundations set in BUS 270, The Business of Videography II will walk students into the long-term focus of solidifying a company, community, brand and style, along with 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.



Course Descriptions for Video & Film (BGA)

BUS 285 ONLINE MARKETING

It's no secret the Internet has changed how people and businesses interact with one another. Photographers have a great deal to gain from social networking. Social networking is the communication and marketing tool of today. Photographers 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. Photographers may be familiar with social networking tools like Facebook, Twitter and blogging but may not know how to put these tools to use for business success. This course acts as a practical guide for photographers 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 will be expected to show competency in basic lighting techniques as well as advanced understanding of how light can be manipulated to produce a specific result.

VID 305 VIDEOGRAPHY PREPRODUCTION TECHNIQUES

This course explores preproduction planning from concept to completion, including communication and pitching. Students learn basic screenwriting, designing lighting charts, budget management, storyboarding, scheduling, location scouting and roles of the director and crew.

VID 310 SCREENWRITING

This course will introduce students to the concepts, tools and practice of story structure and screenwriting. Theme, character, narrative form and the tools of screenwriting (telegraphing, dramatic irony, dangling cause and dramatic tension) will be observed, discussed and exercised within the frameworks 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, demographic, agents/managers, producers, and distribution in mind.

VID 325 EDITING TECHNIQUES

This course will examine the 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 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 make them identify with the characters' perspectives for the sake of the overall scene and story arc.

VID 330 AUDIO TECHNIQUES

Students will learn basic audio recording, mixing and editing techniques for video production using industry hardware and editing software. Using various recording and editing exercises, students will get hands-on training exploring the technical and theoretical aspects of audio engineering.

VID 340 PRODUCING AND DIRECTING

This course will define and display the various roles that producers and directors play in film, television and videography throughout all the major phases of the filmmaking process. Students will use this knowledge to produce two projects and direct one project from preproduction, to production, to postproduction.

MG 360 ADVANCED MOTION GRAPHICS

This class is designed to extend the understanding of the software and techniques used in the creation of professional motion graphics projects that will include motion logos, motion text and infographic presentations. With the demand for specialized information presentations in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods in motion graphic production as well as experience with relevant software will provide an extension of the capability and flexibility of graphic designers. With such a wide range of concepts and techniques available, continued study and practice of motion graphics introduces new capabilities including 3D layers, lights, cameras and advanced effects use and animation techniques. Building on the previous semester, the students will create pro-level graphics presentations within Adobe After Effects and other software tools available.

FP 360 FIELD PRODUCTION TECHNIQUES

This course will introduce students to video field production and editing techniques through practical application. Field lighting, audio recording and use of field production equipment will be reviewed and applied to create various types of video presentations. Movie length, frame size, frame rate, quality, compression and data rates will also be discussed as it relates to video editing in the field. Common Internet streaming formats (H.264, Quicktime, AVI, RealMedia, Windows Media Player and others) will be examined.

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, field work, 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 yourself 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 and schedule clients but also how to deal with limited control in an on-location production (poor lighting, loud environments, difficult angles). Focus, discussion, reading and projects will also involve graduations, birthdays, coming-home-celebrations, engagements, some business events, sermons or speeches.



VID 410 ADVANCED STORYTELLING AND SCREENWRITING

This course will build on the foundations set in VID 310 Screenwriting. With the basics of theory and formatting 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, 3 Act Structure, theme and economy-of-words will also 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

Acting and Directing will walk students through the basics of the director-actor relationship, how to interact with talent and how to set the tone for a specific 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 learn how to watch, break down and analyze music videos, and will also turn in a small promo piece and a live performance piece.

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. What statement is being made? What tone, genre or motif is being employed? These are the sorts of questions that will be addressed.

APSP 440 ADVANCED POST PRODUCTION

This class is designed to expose the student to techniques and software used in postproduction when going beyond editing and sound, particularly in the areas of color correction, color grading, motion text, composite shots and green screen, motion tracking, logo incorporation, basic image animation, particle emitters and behaviors. With the demand for specialized post-production in all aspects of marketing, communication and content production on the rise, having experience with the key concepts and methods of these tools will provide greater flexibility and capability for videographers, filmmakers and graphic designers.

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 documentary (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 role early in this 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 focuses 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 (as in episodic) or a project's story (as in classic drama and/or film). 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 course combines all that has been learned to facilitate the preproduction, production and postproduction of projects in line with the interests and creative and professional goals of the student, as well as any technique, genre or form they feel they want to strengthen before graduation, be it documentary, narrative, promotional, commercial, music video, abstract, etc. These projects must be sharp, well written, well shot, well edited and contain quality audio.

IS 440 INDEPENDENT STUDY (Optional)

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 study courses must be approved by a member of the faculty and by the Vice President for Academic Affairs.

BUS 480 PORTFOLIO AND PROMOTION

This course provides students who are about to graduate from their degree program an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal setting concepts are reintroduced. Students are expected to create communication materials for self-promotion and develop strategies for networking and community involvement, including internship opportunities. 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 for career opportunities. Because communication implies an audience, students will be encouraged to submit images and stories to various publications in both digital and print formats.

