Video Production Curriculum – Short Version
Updated: February 26, 2009

Mission Statement: The video production curriculum within the Department of Communication Studies strives to educate students on the principles, processes, ethics, legalities, technology, and techniques of studio and field production for television and non-broadcast environments toward the goals of professional career preparation and the development of knowledgeable and effective media producers and consumers.

Guiding Principles

- Strive for excellence in content creation, research, writing and performance as well as in production value.
- Seek public telecast, exhibition or competitive recognition of productions whenever possible.
- Foster and model the application of related concepts and theories drawn from across the curriculum.
- Produce audience-centered programming that reflects the standards and ideals promoted, studied and applied throughout the departmental curriculum.
- Maintain high ethical and legal standards regarding subject matter selection, the acquisition and use of images, sound and music

Field and studio production courses are kept small (12-24 students) to maximize the hands-on production experience of each student. When possible, projects are completed with the goal of presentation on local TV stations, UNCW-TV (the university cable channel), and submission to festivals and competitions. Students regularly produce entertainment and informational programs, documentaries and public service announcements for regional non-profit organizations.

Recommended production course sequence:
Ideal course sequence:
Freshman and Sophomore years:
COM 160 – Media Literacy
COM 280 – Television Aesthetics and Techniques
COM 265 – Survey of Mass Communication

Junior Year:
COM /268/285 – Broadcast Journalism and/or Writing for Electronic Media
6-9 hours of addition courses

Junior or Senior Year:
COM 380 – Field Video Production I
COM 385 – Studio Production I
6-9 hours of addition courses
COM 480 – Field Video Production II
COM 485 – Studio Production II

Senior Year Only:
COM 489 – Advanced Television Production

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