



Visual Media Production & Talent Certificate (Grade of C or higher)

24 Credits

This certificate combines multiple disciplines together to explore and build foundations for a greater understanding of each other, creating a stronger emotional connection for the audience.

Semester One (12 Credits)

FVM 1005 - Video Production | Stacked with MGD 1004 (3 credits)

FVM 1017 - Understanding Actor's Process (3 credits)

FVM 1036 - Short Script Analysis (3 credits)

FVM 1063 - Digital Editing: Premiere | Stacked with MGD 1064 (3 credits)

Semester Two (12 Credits)

FVM 1050 - Development Film Expression (3 credits)

FVM 2007 - Directing Workshop (3 credits)

FVT 2050 - Scriptwriting for Film & Video (3 credits)

FVM 2021 - Commercial Media Production (3 credits)



Course Description

FVM 1005 Video Production I (3 credits)

(Theater students may substitute Production I-IV – THE 131, 132, 231, 232)

This introduction to visual storytelling provides students with the opportunity to identify the components and explore the expressive visual elements that compromise narrative motion pictures. Students work in groups and/or pairs structuring and shooting exercises and original projects to be edited in FVT/FVM 160 (which must be taken concurrently). With an emphasis on creating emotional connections between character and audience, this course will help students learn techniques to create and illustrate effective and dimensional stories. Students will also learn the art of collaboration, which is necessary for film production.

FVM 1017 Understanding Actor's Process (3 credits)

Explores the actor's process with an emphasis on developing supportive and effective collaborations with other actors, directors and crew members. Applies techniques and acting theory to production and teaches basic terminology for actors in the screen environment. Introduces improvisation, script and character analysis, rehearsal process and protocol.

FVM 1036 Short Script Analysis (3 credits)

(Theater students may substitute THE 108 – Theatre Script Analysis)

Introduces short subject script analysis and emphasizes critical thinking in regards to story technique and subtext behind the writers work. Students will identify and demonstrate an understanding of the methods of script analysis and translate knowledge into new context by summarizing, describing, interpreting, discussing and evaluating the three to forty minute short narrative, experimental, documentary, and animation scripts and films.

FVM 1050 Development Film Expression (3 credits)

Examines the nature and structure of Film/Video expression, concentrating on the way directors, editors, and cinematographers use visual techniques to serve the narrative. Students watch films in their entirety and then analyze them for their lighting, composition, camera position, movement, lens, depth of field, use of screen space, placement of performers, and editing techniques.

FVM 1063 Digital Editing: Premiere (3 credits)

Introduces the basic concepts and skills of non-linear editing using Adobe Premiere Non-Linear Editing Software. This course covers various editing techniques and how to apply the acquired knowledge to exercises. Develops an understanding of industry standards and expectations for aesthetic and technical merit. Capturing, outputting, and additional software integration will be demonstrated.



FVM 2007 Directing Workshop (3 credits)

This class is a workshop focusing on the directing process, specifically: interpretation of the script, working with actors, rehearsal, blocking for camera, preparation for shooting, camera motivation and dynamics. Our focus will be on directing actors, playable direction, script analysis, scene breakdown and rehearsal, actor preparation, improvisation as a tool and shot selection.

FVM 2021 Commercial Media Production (3 credits)

Focuses on the creation of compelling stories for professional clients designed to stimulate web and/or television audience response. The course will emphasize the demands of focused and brief communication to potential customers through the creation of commercials that surprise and delight viewers. Course work includes crafting scenes, scenarios and spots for national, local and regional clients.

FVT 2050 Scriptwriting for Film & Video (3 credits)

Develops screen writing skills, focusing on the basic format of the craft, scene construction, genre conventions, three act structure, characterization and idea generation. Students complete a 30-minute script suitable for shooting.