Fairfax Collegiate

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Influencer Video 7-9 Syllabus

Course Goals

1 Video Production Process
Students learn the process of planning, creating, and distributing a variety of video projects for the internet.

2 Collaboration
Students learn to cooperate and divide the workload, enabling synergy and the timely completion of projects.

3 Online Distribution and Communication
Students learn to use social media to distribute and draw attention to their projects, as well as to interact with viewers and fellow artists.

Course Topics

1 DSLR Videography
Students learn the basics of shooting video using a DSLR camera.

2 Audio Recording
Students use a variety of setups for recording audio, utilizing equipment such as lavalier microphones, shotgun microphones, and the Zoom standalone recorder.

3 Video Lighting
Students learn the basics of 3-point lighting, combining key, fill, and backlight to effectively illuminate their subject.

4 Vlog Production
Students learn to create video logs, or "vlogs," short, personal reports on topics about which they are passionate.

5 Documentary Production
Students learn conventions of the documentary format and how to set-up and shoot both interviews and supplemental "B-Roll" footage.

6 Reviewing / Recutting
Students learn to polish their projects by incorporating multimedia elements from a variety of sources. They learn how editing can drastically alter viewers' perception of a film.

7 Final Cut Editing
Students complete their projects via post-production in Apple's Final Cut Express non-linear editing software, learning the basics of audio and video editing and effects work.

Course Schedule

Day 1
Student and Course Introductions

Students are introduced to the instructor, each other, and the topics and planned schedule of the course.

Web Video Examples
Students discuss examples of web video artists ("YouTubers", etc.) and projects they enjoy, and they analyze what makes those videos successful. They will view several short examples of popular web video formats: vlogs, vines, film/game/product reviews, mock trailers, etc.

Camera Clinic
Students are introduced to the basic functions of the Nikon D3200 DSLR camera, including standard camera movements such as pan, tilt, and zoom, and the role of different depths of focus.

Brainstorming / HW: Vlog Preparation
Students brainstorm ideas for a vlog (single speaker addressing the camera for approximately 5 minutes). For homework, students perform research and prepare talking points to enable them to report on their topic the following day.

Day 2
Vlog Setup
Students set up a station for recording their vlog reports, using the camera, Zoom audio recorder, and a lavalier microphone.

Production - Vlog
Students take turns recording their vlog reports. Focus is placed on hitting their major talking points and incorporating their research.

Edit - Vlog
Students load their vlog report footage onto the computer and perform basic editing (removing tangents and "um"/"er" hesitations).

Debrief - Vlog
Students discuss their experiences producing their vlog reports and possible improvements which might be made to similar projects in the future (better preparation, incorporating multimedia elements, etc.)

Day 3
Lesson: Documentary
Students discuss the documentary form and some documentaries they have seen. Students learn about some stylistic conventions of the form (interviews vs. B-Roll, etc.)

Doc - Interview Setup
Students learn to set up a standard interview space for documentaries, incorporating elements such as 3-point lighting and addressing an interviewer to the basic Vlog setup learned earlier.

Production - Doc Interview
Students interview one another briefly on a topic chosen by the class (web video, filmmaking, school, plans for the future,etc.).

Debrief - Doc Interviews
Students discuss their experience setting up and shooting the documentary interviews and how they might be improved or made into a "real" documentary. The concept of "B-Roll" will be introduced.

Day 4
Lesson & Brainstorming: Shooting in the Field
Students learn good practices for shooting in the field, using Rode VideoMics to collect sound and reflectors to direct light. Students brainstorm ideas for B-Roll footage related to their interviews.

Production - B-Roll

Students shoot B-Roll footage "in the field," either outside or inside.

Day 5
Edit - MiniDoc

Students combine their interviews and B-roll footage to create a simple documentary sequence.

Debrief - MiniDoc

Students discuss challenges of the documentary form and how it differs from other kinds of filmmaking (in particular, the increased importance of post-production in "telling the story").

HW: DVD for Review / Recut

Students bring a DVD to provide footage for either a review or a trailer recut.

Day 6
Lesson: Reviews / Recuts

Students learn about conventions of two popular kinds of videos incorporating movie footage: Vlog-style movie reviews and (often humorous) recut trailers which represent a film in an intentionally misleading way.

Review / Recut Examples

Students watch examples of the vlog-review and trailer recut formats.

Pre-Production - Review / Recut

Students working in teams select to create either a review or a recut using their selected film(s). Students plan out the "angle" their project will take.

(Post) Production - Review / Recut

Students working on a vlog-review produce their vlog/analysis portion, while those opting to create a trailer recut begin editing. Students use Handbrake to gather footage from their film or pair of films.

Day 7
Edit - Review/Recut

Students continue editing their review/recut project.

Debrief - Review/Recut

Students discuss their experience creating their review /recut and the role of editing in representing a film and its tone.

Brainstorm - Final Project

Students discuss and select a final project for the class. They may opt for another example of a short documentary, a review or recut (teams which did a review might do a recut, and vice versa), or choose to create a mock trailer "in the field."

Day 8
Production - Final

Students shoot their final projects, building on their experience thus far in the course.

Day 9
Edit - Final

Students edit their final projects, building on their experience thus far in the course.

Debrief - Final
Students discuss their final projects and plans and possible improvements for the future.

Day 10
Uploading / Use of Social Media
Students upload their finished projects to Vimeo and/or YouTube channels and discuss the use of social media outlets to gain exposure for their work and to communicate with followers and fellow artists.

Updated on 4/3/2022