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MIT 516 Instructional Video Design and Production

(Domains/Competencies/Job Qualifications/Artifacts/Rationale)

Context & Conditions

The course is an introductory video field production course. It is designed to provide students with an overall understanding of the process and the techniques for video production. After the course, the students will be able to operate the audiovisual equipment, use editing software, and produce a complete video. A ten-minute video product integrating theoretical knowledge and skills was the final requirement of the course. The video product 'What They Leave Behind' was requested by our client, who contacted with my team. It was monitored and guided by Dr.Chen Sue-jen and completed in the fall semester of 2006.

Scope:

The project involves a systematic development process for video product from creating a script, through shooting and editing, to putting on the screen in the format of web or CD or DVD. Basic concepts and principles related to visual semiotics, content design and development, and copyright laws were also applied within the process. The video was developed for a promotional purpose. It demonstrates the great deal of loss and sadness drug brought to family and society through a real world example from the client. It was developed to call on human beings to contribute to keep kids away from drug. Actually, it also can be used for instructional purpose under the agreement of the client.

Role:

This course project was a group project with a two-member team. Two of us all worked as content designer/developers. We created a video script first based on the story of the client, filmed a narrative video outside and inside, edit video product integrating audio files, music files, and text as well using Adobe Premiere. During integrating the files we chose the most appropriate ones for our video. After completing the video product we digitized and distributed on the Web and CD/DVD.

Reflection:

Through the project I went through a process to produce a video product and got experiences with shooting video, editing video and publishing video. For the project, we didn't do a good job in filming video as we designed. Comparatively speaking, we did a good job in editing video. If I got chance, I hope to learn and practice more about filming.

MIT 516: Domains/Competencies/Job Qualifications/Artifacts/Rationale

Domain of Instructional Development			
MIT Competencies	Job Qualifications	Artifacts	Rationale
Demonstrate the ability to produce still and motion photographic instructional materials, including knowledge and competencies in: film characteristics, camera operation, exposure, darkroom processes, lighting and color photography.	Have experience planning, shooting, and editing video projects. Have experience writing script and critique.	What The Leave Behind	The artifact demonstrates my skill of producing still and motion photographic materials. In the video product, I produced video and still picture appropriate for the theme of the materials.
Demonstrate knowledge of the principles of perception and visual learning applicable to the design and production of photographic instructional materials.	Have experience developing photographic instructional materials. Develop multimedia materials using principles of multimedia design.	What The Leave Behind	The artifact demonstrates my experience of conducting interface design by using computer-based development tools such as Adobe premiere.
Demonstrate knowledge of computer utilization practices and the ability to apply them in instructional settings including: computer literacy, software selection and evaluation, instructional management, hypermedia development and distance learning.	Work with interactive computer technologies.	What The Leave Behind	The artifact illustrates my practice and capability of utilizing computer technologies in developing promotion video product.
Domain of Utilization			
MIT Competencies	Job Qualifications	Artifacts	Rationale
Apply leadership techniques with individuals and groups (interpersonal skills, group dynamics, team building and diffusion of	Demonstrate communication and interpersonal skills. Work with team.	What The Leave Behind	The artifact demonstrates my ability to move a project towards the desired direction effectively by communicating with a team of designers and the client. Throughout the team-based

innovations).			project I not only learned and applied team building skills but also improved my communication skills.
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