



FLORIDA STATE UNIVERSITY

SCHOOL OF COMMUNICATION

GRADUATE CERTIFICATE IN DIGITAL VIDEO

1. Purpose.

The Digital Video Certificate Program is a response to the changing technological landscape of our mediated world. As the cost of video production equipment - from cameras to non-linear editing software packages - continues to drop, and the quality of the digital media tools continues to increase, the boundaries between media producers and consumers is increasingly blurred. From webcams to consumer digital still cameras that capture motion and sound to phones that capture video, video cameras are proliferating across our social world. Similarly, both Apple and Windows operating systems come bundled with iMovie or MovieMaker, simple non-linear editing tools.

In addition to the proliferation of video technology, there is a similar proliferation of distribution possibilities. From streaming video on the Internet to homemade DVDs, video production has moved beyond the traditional television studio and is now accessible to businesses large and small, non-profit organizations, as well as an emerging group of visual artists and moviemakers. Digital media production is no longer the sole province of media corporations but instead is appearing in a growing diversity of places. Currently, these changes are not being met within the academy. Students today are still faced with the limited choices of taking on a full Film Production MFA or following a traditional path of research and theory offered by most MA and PhD programs. This certificate will allow graduate students the opportunity to gain the valuable, fundamental skills of digital video production and then apply those skills across a range of disciplinary applications. Visual anthropologists, ethnographers, sociologists, marketers, small business owners, and new media artists are all examples of potential students in the certificate program.

The new possibilities posed by accessible technology require a new set of skills to be able to use these tools effectively. In effect, we are reaching a stage where media literacy involves *writing* as well as *reading* visual media. The ability to construct visual narratives, tell a story in pictures and move digital sound and images across a host of media platforms is an increasingly valued skill set. This certificate will give people the training they need to become media literate in the 21st century.

Andy Opel, Ph.D., will administer the certificate program. He can be reached at:

Andy Opel, Ph.D.
Professor
Director, Media Production Program
School of Communication
University Center, Building C, Suite 3100
Florida State University
Tallahassee, FL 32306-2664
W: (850) 644-8768
C: (850) 322-3349
aopel@fsu.edu
www.andyopel.net

2. Application Procedure.

This certificate credential is not intended as a diploma or a degree.

New graduate/special students must first apply through the Office of Admissions for Florida State University. After acceptance, students must then apply through the School of Communication, Digital Video Certificate Program. An application form will be available on the CCI web site.

Once accepted into the program, the application serves as a program of studies for the certificate program.

The application can be submitted via email to audrey.post@cci.fsu.edu or delivered to Ms. Audrey Post or the program administrator at the School of Communication office at University Center Building C, Suite 3100.

3. Admission Requirements.

Students are encouraged to apply to the certificate program before taking any program courses; however, students may still apply before completing their first program course. Students must apply and be admitted to the graduate certificate program before completing one or more of the advanced Digital Video classes, including RTV 5325 Documentary Video Production and COM 5364 Computer Graphics and Animation.

Students admitted to the certificate program currently must be enrolled as graduate students or "special" (non-degree seeking) students at Florida State University (FSU), or enrolled in affiliated institutions. FSU graduate students need a minimum GPA of 3.0 in all graduate work for admission into the program. For special students, a

Bachelors degree is required with a cumulative minimum GPA of 3.0 (or a minimum GRE composite score of 1000 on the previous GRE scale; or a minimum verbal GRE score of 148 and a minimum quantitative GRE score of 144 on the current GRE scale).. Under special circumstances, a student not meeting these requirements may be admitted to the certificate program by the program administrator upon a positive evaluation of the student's prior education and work experience.

4. Program of Studies.

The Certificate in Digital Video requires the completion of 4 courses (12 hours). These courses are available in lecture formats only.

Eligible course credits may be counted towards both the certificate and the degree program: Courses within the certificate program may be applied towards completion of degree programs and applied towards completion of certificate program requirements, depending on specific program requirements, course grades and the status of the student. Where approved, credits earned through this Digital Video Certificate program may be used to supplement a program of studies from others disciplines at FSU (see the courses included in the certificate program in the Program of Studies section of this document). Students should consult their advisors or graduate coordinators to determine if the certificate program classes can also be used in their specific graduate programs.

This certificate has three main areas of study; Foundations of Digital Media, Digital Video Specialization and Communication Theory. Students are required to complete 12 hours of courses by following the program of studies and selecting courses (credit hours) from each of the three areas of study. Three credit hours of Foundations of Digital Video are required, along with two courses (six credit hours) from Digital Video Specialization and one course (three credit hours) from Communication Theory. One transfer course or one course substitution (three credit hours) may be allowed to apply towards the certificate program.

Recommended Course Sequence

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|-------------|---|
| 1) COM 5364 | Foundations of Digital Media (Required Course) |
| 2) RTV 5325 | Documentary Video Production |
| 3) COM 5401 | Analysis of Communication Theory |
| 4) COM 5364 | Computer Graphics and Animation |

Program of Studies

AREA 1 - Foundations of Digital Media (3 Credit Hours; required)

COM 5364. Foundations of Digital Media (3). This course provides an introduction to the fundamentals of digital video production. Topics include concepts of videography, video editing, and soundtrack design.

AREA 2 - Digital Media Specialization (6 Credit Hours; choose two)

COM 5365. Computer Graphics and Animation (3). This course provides an introduction to the construction of graphics and animation using digital software tools. There are three primary areas of focus: 1) the manipulation of still images; 2) the creation of moving images using digital software tools; and 3) the enhancement of digital video through special effects.

RTV 5325. Documentary Video Production (3). This course offers instruction in the theory and practice of production of non-fiction documentary video. Students produce a final video product and a research paper after studying the documentary tradition, theory and history.

VIC 5006. Visual Communication (3). This laboratory focuses on the creation and analysis of visual messages. Emphasis is placed on visual literacy, message construction and interpretation,

AREA 3 - Communication Theory (3 Credit Hours; choose one)

COM 5401. Analysis of Communication Theory (3). Analyzes the field of communication through the study of key theories of human communication research.

COM 5426. Media, Culture and the Environment (3). This course examines the role of language and representation in our understanding of the natural world. The course also examines news media coverage of environmental issues, environmental images in popular culture, as well as the communication strategies of environmental organizations.

COM 5546. Political Communication (3). Course provides students with insight into roots and bases of political communication.

COM 6015. Gender and Communication (3). This course explores contemporary perspectives on the relationship between gender and communication in three areas: (1) the nature of gender; (2) the construction of gender in the media; and (3) gendered communication within “queer” culture.

COM 6400r. Seminar in Communication Theory (3). Analysis of existing theoretical perspectives and new developments in communication theory. May be repeated to a maximum of nine semester hours. Duplicate registration is allowed.

MMC 5600. Mass Communication Theory and Effects (3). An analysis of historical and current theories of mass communication with an emphasis on media effects.

MMC 5646. Political Economy of Media (3). This course covers the structure and functions of U.S. and other mass communication systems and their relationship to the political and economic systems.

SPC 5545. Studies in Persuasion (3). Lecture, readings, and discussion of human behavior theories as applied to persuasive communication.

Definition of Prefixes

COM—Communication

MMC—Mass Media Communication

RTV—Radio-Television

SPC—Speech Communication

VIC—Visual Communication

5. Certificate Requirements.

In order to fulfill the certificate requirements, students must complete 12 approved semester hours with a grade point average (GPA) of 3.00 and no grade lower than a "B-." The program of studies must be completed within a three-year period and include a selection of courses from the areas outlined in the program of studies. The minimum acceptable grade for the required course COM 5364, Foundations of Digital Media, is a "B".

A maximum of three (3) hours of coursework may be transferred from another department or university to be counted towards completion of the certificate as a substitute for one of the courses on the approved list of courses in the Program of

Studies. In order for the course to be transferred, a formal syllabus of the course and a transcript must be presented along with a Transfer Course Form to the program administrator and the course will be evaluated for acceptability. A grade of "B" or higher must have been received for the course to transfer. Additionally, a transfer course must have been completed within three (3) years of beginning this certificate program.

Upon successful completion of the program of studies, students are required to complete a certificate request form, available online and in the main office of the School of Communication on the 3rd floor of UCC. Students will receive a Digital Video Certificate from the CCI signed by the Program Administrator, Director, Dean and Associate Dean of the College.