GAVILAN COLLEGE

5055 Santa Teresa Blvd
Gilroy, CA 95020

Course Outline

COURSE: ART 113   DIVISION: 10   ALSO LISTED AS:

TERM EFFECTIVE: Spring 2014   **Inactive Course**

SHORT TITLE: INTRO DIGITAL VIDEO

LONG TITLE: Introduction to Digital Video

Units	Number of Weeks	Type	Contact Hours/Week	Total Contact Hours
3	18	Lecture:	2	36
		Lab:	3	54
		Other:	0	0
		Total:	5	90

COURSE DESCRIPTION:

Introduction to the aesthetic and technical aspects of digital video recording, non-linear editing, video effect generation, and production of video (and associated audio) using the personal computer equipped with specialized software such as Final Cut Pro, Motion, and After Effects. Also considered will be the preparation of digital video for distribution in interactive media such as CDs, DVDs, mobile devices, and the World Wide Web. Students will produce a final digital video project for distribution in various media formats. This course has the option of a letter grade or pass/no pass. ADVISORY: CSIS 1 or CSIS 2/2L or equivalent computer experience.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES
        L - Standard Letter Grade
        P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
        02 - Lecture and/or discussion
        03 - Lecture/Laboratory
        04 - Laboratory/Studio/Activity
        72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1.   Define, then analyze digital video/audio requirements for a multimedia project.
Measure: Well written log line and project definition.
PLO: core #1, option #2
ILO: COMM 1, 2, 4; COG 1, 2, 4; INFO COM 1, 3; AR 1
GE-LO: A3, A5, A6, A7, A8, A9, C2
Year Assessed: 2011-12

2.   Plan the video production using standard preproduction techniques.
Measure: Well-written synopsis/treatment and script, plus drawn storyboard.
PLO: option #1
ILO: AR1; COMM 5;
GE-LO: A3, A7, C1,
Year Assessed: 2011-12

3.   Understand and use modern video camcorders and accessory equipment to capture footage for a short video project as defined in #1 above.
Measure: Good quality visual and sound in presentation of initial video material. Also, C or better on test #1.

PLO: #2 option
ILO: AR 1; COMM 4
GE-LO: A7, C1
Year Assessed: 2011-12

4.   Understand and apply fundamental editing concepts and esthetics to make a well-crafted visual story.
Measure: Completed video/film makes linear sense, looks good, and sound is complementary and clear.

PLO: option #1
ILO: AR 1; COMM 4; COG 4, 2;
GE-LO: C1, C2
Year Assessed: 2011-12

5.   Complete video project and prepare for distribution via broadcast, DVD/BD, web, and mobile devices.
Measure: Video project completion and made available in at least two formats for distribution.
PLO: option # 2, #1
ILO: COG 3; INFO COM 1, 2, 3
GE-LO: B7, C1
Year Assessed: 2011-12

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Inactive Course: 03/25/2013
Lec: 2:30
Lab: 3:45 HoursContent:

Lecture: Introduction to class and Studio DM. Discussion of syllabus, schedule, requirements, and equipment availability/checkout. Examples of student projects. Digital Video basics. Linear non-linear editing. Explanation of final project.

Lab: Lab computer discussion and practice.

Student Performance Objectives (SPO):

Students will understand the scope of the class. Students will be able to use the computers in the digital media a lab

Out-of-Class Assignments:

Assignment: Get the book and read chapter 1, Setting up preferences in the editing software, and 2, the critical settings for good work flow. Review syllabus and schedule.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Movie project steps: Idea/concept, log line (http://www.scriptologist.com/Magazine/Tips/Logline/logline.html), treatment (excellent forum at www.movietreatments.com/forums/forumdisplay.php?f=6), script, pitch, storyboard, production, post-production, synopsis (examples at movies-synopsis.blogspot.com/), distribution. See DM 140 modular material. Watch Visions of Light. File types including High Definition. Containers vs. Co-Decs. Compression and temporal considerations. Camera/lens use. Final Cut Pro: Layout, concepts, and settings for system and caches.

Lab: Go here--http://hhh.gavilan.edu/rbeede/DM140Web/DM140Sched.html--and read/watch the material in Steps 1: Writing the Script, 2: Pre-Production, & 3: Production before next Monday.

Student Performance Objectives (SPO):

Students will be able to write a movie Log Line and a short treatment.. Students will be able to set up production steps for a small video production

Out-of-Class Assignments:

Assignment: Continue reading Chapters 1 & 2 in text. Assignment #1a: Write a log line. Prepare for discussion next week. #1b: Write a short treatment.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: The video camera: white balance, importance of manual focus and aperture, zoom. Types of shots: pan vs. tracking, close-ups, etc. Basic lighting.

Lab: Log into Atomiclearning.com, Select Resources, then Video Storytelling Guide. Watch the video tutorials in sections on Story, Shots, Camera, and Extras.

Student Performance Objectives (SPO):

Students will explain video camera functions. Students will describe and use various types of shooting techniques. They will be able to construct a short Storyboard.

Out-of-Class Assignments:

Assignment: Continue reading chapter 2 and the Video production material. Assignment #2: Make a storyboard of at least one scene of your final project.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Camera/lens use. White balance, importance of manual focus and aperture, zoom. Watch the video The Cutting Edge

Lab: Script writing basics. See DM 140 schedule and read modules 4, Post-Production at http://hhh.gavilan.edu/rbeede/DM140Web/DM140Sched.html.

Student Performance Objectives (SPO):

Student will understand and set white balance, use manual focus, aperture, and zoom in a way to enhance the artistic image. Student will be able to take a number of clips and work through the post-production process of editing, visual effects, and graphics to produce a satisfactory basic edited movie.

Out-of-Class Assignments:

Assignment: Read by next week and study sections 1 - 13 of the Common Sense Photography outline. Read Chapter 3, How do I Ingest Media into Final Cut Pro.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Lighting. Sound recording, microphone types and patterns, cables/connectors, and placement concerns. Levels, limiting/compression, and automatic level control. Importance of shooting extra ambient/environmental sound. Watch more of the video The Cutting Edge. Transferring video.

Lab: Create a New video folder on BigDAV drive. Be sure to put your name on it--example: Bob_Video_Project-1. File types and special settings.

Copy the AVCHD folder from Class Box/RBeede/DM113_Project-1 folder to your newly created Folder on the BigDAV hard drive. Be sure to set System and Audio/Video settings before ingesting.

Open FCP, choose Log and Transfer under the File Menu. Make sure the correct clips are in the window on the left. Review clips to find the ones you may need. You do not have to choose all of them. You can add additional ones at any time. Start Ingesting video into Final Cut Pro by adding (dragging) then to the queue.

Student Performance Objectives (SPO):

Student will understand types and patterns of common video oriented microphones enough, so that they will choose the correct microphone for a particular situation. Student will understand mic placement and ambient sound, so that can obtain satisfactory sound for a given situation. Student will understand the basics of lighting a scene, so that they can create interesting and aesthetic cinematography.

Out-of-Class Assignments:

Assignment: Take this crash course in lighting at http://techlearning.com/article/1162. Read chapter 4, Which Editing Technique Fits My Style.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Basic tools for editing in FCP. Basic editing procedures. Editing on the timeline using the Slip, slide, razor blade, roll, and ripple tools. 3 point edits.

Lab: Work through chapter 3, How do I Ingest Media into Final Cut Pro? & 4, Which Editing Technique Fits My Style and do a very basic edit of the material that you just ingested (transferred).

Student Performance Objectives (SPO):

Student will ingest video into the computer from a SD memory card. Student will edit clips together to produce a video story that makes reasonable sense.

Out-of-Class Assignments:

Assignment: Gather people, equipment, make plans, for shooting. Refine story/script. Get camera together. Read manuals for the camera you might want to use. The large HMC40 camcorder reading material is here. The small original HDC-HS100K camcorder manual is here. The New small HDC-TM900 camcorder manual is here.

Read this article on WorkFlow.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Workflow and the art of editing. Creative use of transitions. What they imply. Adding fades and dissolves using opacity.

Lab: Work on the class video. Finish a basic edit so that the story is logical. Trim edit points to add rhythm within timing constrictions. Show instructor.

Student Performance Objectives (SPO):

Student will understand editing workflow and artistic concepts. Student will apply fades and dissolves in an artistic manner. Student will create a logical story from a set of video clips.

Out-of-Class Assignments:

Assignment: #2: Read this interview with editor, Walter Murch. It is found at http://www.apple.com/pro/profiles/murch/. Write a short 1/2 page commentary on what you read. Read Chapter 5 on sound mixing for video using Final Cut Studio.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Creative use of transitions. Using transitions and setting parameters. Pre-production and production tips for shooting the project.

Lab: Work on your class video. Add transitions. Try both ways of doing a cross dissolve.

Student Performance Objectives (SPO):

Students will add transitions to a basic edited movie, so that the clips are connected and smoothly flow from one scene to another. They will set the transition parameters, so the clip works with the scene content.

Out-of-Class Assignments:

Assignment: Read this short article: Digital Kitchen: Creativity in the Blood about editing of True Blood for HBO. http://www.apple.com/pro/profiles/digitalkitchen/ and review steps 3 & 4 at http://hhh.gavilan.edu/rbeede/DM140Web/DM140Sched.html

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Creating titles, credits, and other motion graphics. Using still photos and montage. Design principles for text on screen. Font types (serif and sans-serif), drop shadows, size, color, and broadcast concerns. Cheating using LiveType for motion graphics.

Lab: Continue editing. Finish class video. Be ready to present to class next week.

Student Performance Objectives (SPO):

Students will create well-designed movie titles and credits.

Out-of-Class Assignments:

Assignment: Read chapters 7 on High end effects compositing, 8 on creating Motion Graphics, and 9 on the use of filters. Continue editing during open lab times. Finish shooting your project video.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Sound. Audio: levels, frequency, voice over, looping, and music.

Lab: Finish basic edit. Mix sound. Add effects if desirable.

Student Performance Objectives (SPO):

Student will be able to explain the basics of sound and its perception (e.g., waves, frequency/pitch, amplitude/volume and loudness, dBs for measurement). They will produce voiceovers and use sound effects in a visual movement to enhance the emotional experience.

Out-of-Class Assignments:

Assignment: Review chapter 5 on sound track editing. Follow these links to watch videos that display sound designers in action.

Lec: 2:30

Lab: 3:45 Hours   Content:

Discussion: Completion of class project and working on Final Project.

Lecture: Moving still images. Techniques for fast and slow motion--when to use to enhance realism or emotional value. Compositing and mattes. Using Motion effects, keyframes, and tweening.

Lab: Make sure you have sound and add text for credits and titles to the class project. Add some basic motion effects if needed. Use compositing when necessary.

Finish class project. It should display good editing; sound effects, dialog, and music; titles and credits; stills, and some compositing. Show instructor when complete.

Start ingesting Final Project Clips.

Student Performance Objectives (SPO):

Student will understand and create visual movement. Student will understand the importance of detail in movie making and apply it to a video project. Student will add text titles and credits to a visual story and when necessary, add lower 3rds, text explanations, and scene introductions.

Out-of-Class Assignments:

Assignment: Review Chapters 1 to 9 and The Cutting Edge. Shoot any scenes needed for completion of your visual story.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Filters and key frames. Color gamut and correction in FCP. Color, luma, and green screen keying.

Lab: Work on Final Project. Do rudimentary color correction and filtering.

Student Performance Objectives (SPO):

Students will apply filtering and color correction to visual imaging. They will understand keyframes and apply them to create visual effects that change over time.

Out-of-Class Assignments:

Assignment: Review your final project and determine what type of motion and basic compositing would enhance your video.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Filter tricks for creating altered environments, emotion enhancement, and dated film looks. Questions on Motion, effects, and compositing.

Lab: Work on Final Project. Continue color correction, add filters for cleaning and/or visual effects. Eliminate background in green screen video using keying.

Student Performance Objectives (SPO):

Student will produce video with consistent color and look. Student will perform a composite of a character against a outdoor background.

Out-of-Class Assignments:

Assignment: Read chapter 10.

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Advanced sound design: frequency effects, dynamic control using limiting, compression, and noise reduction. Reverb and environment parameters for more realism.

Lab: Sound track to your project using GarageBand, SoundTrack Pro, or go to freeplaymusic.com. Note the actual music clips that you used. These must go in the credits.

Student Performance Objectives (SPO):

Student will understand basic acoustics and technology used to enhance sound. Student will reduce unwanted ambient sounds in the movie. They will be able to create artificial sonic environments and sound effects. They will design a custom music/sound track.

Out-of-Class Assignments: Read step 4, Post-production, and step 5, Distribution, at http://hhh.gavilan.edu/rbeede/DM140Web/DM140Sched.html

Lec: 2:30

Lab: 3:45 Hours   Content:

Lecture: Questions on Motion, filter effects, and compositing. Compression, transcoding, and preparing video for DVD, Blue Ray discs, web streaming, and Smartphones.

Lab: Export your video in H.264 format and burn on a DVD as data file (i.e., not a video DVD) as follows.

When finished editing, Export your movie as a Quicktime conversion (under file menu) and select the size that you need. Do not use a size setting over 720 in either direction. For an example, see web Movie test here. It shows the movie in the "To Studio DM" web page.

Go under the File menu, choose Export using QuickTime conversion. Set up the Video and Audio parameters as illustrated by these screen prints: QT1, QT2, QT3, QT4. I used a size that works very well for full HD video. Keeping size small is one of the best ways to reduce download problems.

Now make sure your movie is placed in your web site Root folder and in the Media folder.

Make a copy of your movie using name DM113_YourName_Sp11-Final. Test your movie to see that it looks GOOD. Have someone else test it too!

Insert a DVD and Copy the movie to the DVD or the window that it will come up. We will have enough time on Final's day to do this, but we will not have enough time to finish your editing. In other words, make sure it is done!

Student Performance Objectives (SPO): Students will understand various codecs for distribution and transcode their video project for display on DVDs, Smartphones, and in-classroom display.

Out-of-Class Assignments:

Assignment: Work on Final Project format conversion for the final presentation.

Lec: 37:30

Lab: 56:15

Hours   Content:

Student Performance Objectives (SPO):

Out-of-Class Assignments:

2 Hours Final

METHODS OF INSTRUCTION:

- Hybrid Online

METHODS OF EVALUATION:

CATEGORY 1 - The types of writing assignments required:

Percent range of total grade: 20 % to 30 %

- Written Homework
- Reading Reports
- Term or Other Papers

If this is a degree applicable course, but substantial writing assignments are not appropriate, indicate reason:

- Course primarily involves skill demonstration or problem solving

CATEGORY 2 -The problem-solving assignments required:

Percent range of total grade: 10 % to 40 %

- Field Work
- Quizzes
- Exams
- Other: Project

CATEGORY 3 -The types of skill demonstrations required:

Percent range of total grade: 30 % to 40 %

- Class Performance/s
- Field Work
- Performance Exams

CATEGORY 4 - The types of objective examinations used in the course:

Percent range of total grade: 20 % to 30 %

- Multiple Choice
- True/False
- Matching Items
- Completion
- Other: Writing explanation of concept

REPRESENTATIVE TEXTBOOKS:

Required:

Genius DV, Final Cut Pro: Portable Genius, Wiley Publishing, Inc, 2008, or other appropriate college level text.

Reading level of text, Grade: 12+   Verified by: R. Beede

Other textbooks or materials to be purchased by the student: None: Digital Media Program subscribes to Atomic Learning which has tutorial videos for the software used in class.

ARTICULATION and CERTIFICATE INFORMATION

        Associate Degree:

                GAV C1, effective 200230

        CSU GE:

        IGETC:

        CSU TRANSFER:

                Transferable CSU, effective 200230

        UC TRANSFER:

                Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: A

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: ART

CSU Crosswalk Course Number: 113

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000188060

Sports/Physical Education Course: N

Taxonomy of Program: 061410