GAVILAN ⤳ COLLEGE

5055 Santa Teresa Blvd
Gilroy, CA 95020

Course Outline

COURSE: ART 140   **DIVISION:** 10   **ALSO LISTED AS:**

TERM EFFECTIVE: Spring 2014   **Inactive Course**

SHORT TITLE: BASIC DIGITAL FILM/VIDEO

LONG TITLE: Basic Digital Film/Video Production

Units	Number of Weeks	Type	Contact Hours/Week	Total Contact Hours
1	18	Lecture:	1	18
		Lab:	0	0
		Other:	0	0
		Total:	1	18

COURSE DESCRIPTION:

An on-line self-paced course covering the basics of film/video production and post production (editing) using "easy to use" computer software such as Apple's iMovie. Beneficial for students who are producing a video/film project as a requirement for another college course, extra skills development, or for self interest. Completion of the associated class or personal project in DVD format using either personal video equipment or the equipment in the Digital Media Studio is required. This course has the option of a letter grade or pass/no pass.

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
        72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. In a team environment or individually, student demonstrates

analysis of a story and creates needed steps such as script writing & storyboarding for its production.
ILO: 1, 2, 3, 4, 5, 6
Measure: Written project materials. Written exam.
2. Student demonstrates ability to organize others with an aesthetic concern. Critically analyzes situations and applies learned principles of movie producing such as camera position, lighting design, and on-screen movement.
ILO: 1, 4, 5, 6
Measure: Performance in various video recording roles such as director, videographer, producer.
3. Student will be able to rationally solve problem of organizing video material into a continuous and logical progression using computer software as a tool.
ILO: 2, 3, 5
Measure: Video project first edit of clips.
4. Student using a computer and software will demonstrate methods for adding and/or creating audio/music material to project so that it aesthetically enhances the visual content and storyline message.
ILO: 5, 2, 1, 3
Measure: Sound track production.
5. Student will demonstrate principles of motion design by adding titles and effects using computer software.
ILO: 5, 2, 1
Measure: Motion graphics production.
6. Student or students will demonstrate analysis by critically reviewing work and deciding when it is complete and aesthetically pleasing.
ILO: 2, 5, 4,
Measure: Final movie production.
7. Student will demonstrate knowledge of computer software by creating a DVD of project.
ILO: 2, 3, 6
Measure: Final project completion

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Inactive Course: 04/22/2013
WEEK 1   1 HOURS
Content: Digital video concepts, needed tools, procedures.
Student Performance Objectives: Students will demonstrate and explain digital video concepts, tools needed for production, and various production and post production procedures. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read assigned online information explaining the above material. Write short paper on the tools available for your project.

WEEK 2 1 HOURS

Content: The video/film process

Student Performance Objectives: Students will be able to synthesize a process for their own project.(Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read information on the production process. Write a short paper describing the production schedule and process for the project.

WEEK 3 1 HOURS

Content: Scripts and story boards.

Student Performance Objectives: Students will be able to analyze the story and be able to create and coherent script and/or an artistic storyboard. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read information relating to above. Create a rough storyboard for the project.

WEEK 4 1 HOURS

Content: The digital Video camera and its operation, focus, white balance, and tripods!

Student Performance Objectives: Students will demonstrate their knowledge by recording a very short video clip.(Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read the online camera manual and related material. Shoot a very short demo video clip and analyze the results.

WEEK 5 1 HOURS

Content: Videography: shoot to edit, keeping timecode continuous, use existing light, shoot real moments, static shots, framing.

Student Performance Objectives: Students will demonstrate their knowledge by shooting video that is artistic and of value for their project. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television

which is not yet solidified.)

Assignments: Read material on the basics of cinematography Begin shooting project video.

WEEK 6   1 HOURS

Content: Continuity, takes, repetition, lighting, and sound. Shooting ratios

Student Performance Objectives: Students will demonstrate their knowledge by shooting better video that incorporates the knowledge presented above. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read appropriate material. Continue the video recording.

WEEK 7   1 HOURS

Content: Logging shots, labeling, storage, and care of video tapes, gathering materials

Student Performance Objectives: Students will organize project material, analyze it, and be able to create a meaningful log book. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read material relating to above. Make a log book of shots made so far. Continue shooting video for project.

WEEK 8   1 HOURS

Content: Reviewing shots and answering questions as to whether material is compelling, has structure, enough coverage for smooth edits. Is there enough for the project? Too much?

Student Performance Objectives: Students will be able to organize material and critically determine if it has structure, is compelling, and synthesis a continuous stream to determine if there is enough material. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read material on structure. Write a short paper on whether the project content so far has structure, is compelling, and will cover the subject.

WEEK 9   1 HOURS

Content: Other material needed for the project and its preparation (e.g., sound effects, music sound, still pictures, narration).

Student Performance Objectives: Students will be able to analyze

material, compare it to storyboards, and critically determine what else may be need. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read material on sound and editing, narration, picture editing for video. Make an asset list and turn in.

WEEK 10   1 HOURS

Content: Preparing to edit. Firewire, sound/video sync, capturing clip, handles.

Student Performance Objectives: Students will be able to analyze the equipment and critically determine how to make proper connection for capturing video to a computer. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read computer and software information. Begin practicing computer use.

WEEK 11   1 HOURS

Content: Capturing and organizing video on the clips pane. Printing a "storyboard" from the pane.

Student Performance Objectives: Students will demonstrate knowledge of equipment and its use by the connecting of different disparate concepts together to capture video using a computer and software. They will be able to demonstrate cognitive abilities by organizing clips according to time and space. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read appropriate material. Capture video.

WEEK 12   1 HOURS

Content: Setting in/out points, then adding clips to the clipline. Intro to the timeline. Less is more. The aesthetics of editing. Rhythm, continuity, creating tension. Listening to the video.

Student Performance Objectives: students will demonstrate the ability to critically analyze temporal material and organize it into a meaningful continuum.(Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Video and organize it on the clips pane according to a storyboard whether virtual or real. Print this out.

WEEK 13   1 HOURS

Content: Clip effects, color correction, brightness and contrast adjustments.

Student Performance Objectives: Students will be able to critically analyze material in order to apply aesthetic concepts using the computer and software. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: read information regarding the adjustment of color, brightness/contrast. and special effects.

WEEK 14   1 HOURS

Content: Transitions. Again the less is more. Types and their aesthetic application.

Student Performance Objectives: Students will be able to critically analyze their project and apply principles needed to enhance material into a more aesthetic whole. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read information regarding the use of transitions in time-based visual media. Add transitions to project.

WEEK 15   1 HOURS

Content: Titles and motion graphics: aesthetics and techniques.

Student Performance Objectives: Students will be able to apply principles of aesthetics to the design of titles and motion graphics. They will critically analyze project and to determine what and where in the timeline to place motion graphics. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read information on the design of motion graphics for video. Create and apply designs to the project.

WEEK 16   1 HOURS

Content: Sound: music and sound effects. Creating, digitizing (recording), and converting audio for video. Creating tension and repose to match visual content. Adding effects to sound files. Importing sound files.

Student Performance Objectives: Student will be able critically

analyze visual content in order to synthesize a sonic environment in accordance to aesthetic principles. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read information on sound, its design, use, and techniques for importing/editing on the timeline. Gather or record music/sound and important into iTunes with proper conversion.

WEEK 17   1 HOURS

Content: Reviewing movie. Printing to tape. Adding countdown, etc. for broadcast.

Student Performance Objectives: Students will critically review/analyze video and apply cognitive abilities to determine if further enhance should be made. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read manual of software on how to print to tape. Make a master copy of completed project.

WEEK 18   2 HOURS

Content: (Note: this is a project oriented course and final project presentation substitutes for the final examination.) Preparing for DVD burning. Introduction to iDVD: menu sound, video, pictures, etc.

Student Performance Objectives: Students will demonstrate cognitive processes by importing video and preparing menus in DVD authoring program. (Note: upon repeatability, students will demonstrate and be able to explain knowledge of new software features and techniques in the quickly changing realm of digital video/media. These cannot be predicted at this time. For example, the current shift from 30 frame interlaced to 30 frame progressive video and High Definition television which is not yet solidified.)

Assignments: Read information on the operation of iDVD or similar DVD authoring program. Set up DVD authoring program and burn a DVD for presentation. Present Final project

METHODS OF INSTRUCTION:

Book and online readings. Watching video demonstrations and test taking online. Project development in a digital media studio with help and guided instruction.

METHODS OF EVALUATION:

The types of writing assignments required:
Written homework
Lab reports

The problem-solving assignments required:
Homework problems
Field work
Other: Project development
The types of skill demonstrations required:
Field work
Other: Project development
The types of objective examinations used in the course:
Multiple choice
True/false
Matching items
Completion
Other category:
None
The basis for assigning students grades in the course:
Writing assignments: 20% - 30%
Problem-solving demonstrations: 10% - 20%
Skill demonstrations: 40% - 55%
Objective examinations: 10% - 30%
Other methods of evaluation: 0% -   0%

REPRESENTATIVE TEXTBOOKS:
Required:
Jeff Carlson, "iMovie and iDVD", Peachpit Press , 2009, or other appropriate college level text.
ISBN: 0321601327
Reading Level of Text: 12, Verified by: dvt

ARTICULATION and CERTIFICATE INFORMATION
>   Associate Degree:
>   GAV C1, effective 200530
>   CSU GE:
>   IGETC:
>   CSU TRANSFER:
>   Transferable CSU, effective 200530
>   UC TRANSFER:
>   Transferable UC, effective 200530

SUPPLEMENTAL DATA:
Basic Skills: N
Classification: A
Noncredit Category: Y
Cooperative Education:
Program Status: 2 Stand-alone
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: ART

CSU Crosswalk Course Number: 140
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: CCC000015407
Sports/Physical Education Course: N
Taxonomy of Program: 061460