

Professor: Daniel Forrest Hoffman

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Semester: Spring 2011

Location: HH H108

Time: 6:00 – 8:45 PM

1. Course Description:

DIGD-405-1 (Formerly D629) 1-5-3/3 Credits/Digital Video Design and Production

This course exposes students to the principles of digital-video design and production. Students will become versed in non-linear, video-editing software as a means to create effective digital-video presentations. A series of projects develop essential skill sets, such as storyboarding, video capture, editing and compositing. A final, student-defined project will demonstrate mastery of the conceptual and technical aspects of digital-video design and production.

2. Course Objectives:

- a. Write descriptive treatments and pitch your ideas to a group
- b. Plan a Successful Shoot based on a shooting script and detailed pre-production plan.
- c. Write a Script and Develop a Story
- d. Understand a Budget Production
- e. Learn to Shoot a Professional Camera, capture Audio and Footage
- f. Work on a team in various roles including a Producer and Crew
- g. Complete Release Forms
- h. Learn several applications for post-production from the FCP Suite
- i. Learn about Stock Footage and Availability for Creative Commons Footage
- j. Export and Deliver Projects on DVD, Streaming, and Tapeless
- k. Develop critical thinking and expression for one's own work, for mainstream media and for their peers
- l. Be able to create visual metaphors and recognize them in film

What NOT to do:

- a. Shoot just enough footage to edit. It will never be enough and will look that way in the final edit.
- b. Create videos with inside jokes
- c. Use foul language in your videos. This is usually a crutch for a lack of content.
- d. Miss deadlines.
- e. Lazy shooting. If you need a tripod, go get one.
- f. Shoot in Standard def. All projects MUST be high def.

3. Course Process Outcomes:

Final Portfolio must contain **evidence** of knowledge of the three phases of video production.

4. Prerequisite Course(s):

DIGD-206 or approved equivalent

5. Course Text(s) / Materials:

Required Materials:

small external drive – at least 250GB
jump drive

Recommended Materials: Additional Reference Books will be recommended as the class progresses based on each student's interest

6. ADA:

Anyone requiring special adaptations or accommodations will benefit from contacting the Office of Disability Services at x6830 or by email at disabilityservices@philau.edu

7. Attendance:

Unless otherwise noted by the instructors, students are expected to report to class on time, whether the scheduled class is a lecture, open lab, or instructor meeting. Students

who sign up for this class have made a commitment and are expected to be on time and must make arrangements to do so. Students exhibiting a pattern of lateness will be subject to losing one final grade level (A to A-, B to B-, etc.) per un-cleared lateness. Lateness is defined as reporting to the classroom any time after the scheduled time for class. Students missing more than two classes in a semester without clearing absences with their teams and the instructor prior to the absence will be subject to losing one final grade level per un-cleared absence. Attendance issues will likely have an effect on your team contribution grade.

8. Academic Honesty and Integrity Policy:

In keeping with the college's policy on academic honesty, students will be expected to perform according to the standards explained under "Academic Policies" in the Student Handbook, which can be found at <http://www.philau.edu/student-handbook/>.

In addition to the policies stated in the Student Handbook, it is assumed you will conduct yourselves in a professional manner:

- a. Show respect and tolerance for the opinions of other class members; answer questions regarding your opinion in a non-defensive manner; practice good listening skills.
- b. Be a good team member; require others to do the same.
- c. Concern yourself with issues of importance, not personalities.
- d. Remember the Prime Directive: Innovate; Challenge assumptions; Take responsibility for your own (and your colleagues') development.
- e. You are here to give as much as to receive. Your colleagues' development is (at least in part) your responsibility.
- f. Set a personal standard that requires academic honesty: plagiarism or cheating, per policy, may result in dismissal from the program.

9. Class Schedule (subject to change):

Week Discussion/Topics & Assignment

** Each Class will follow a format of Topics Overview – Viewing – followed by ample

studio time/ discussions/class workshops.

10. Evaluation:

- a. Class Participation and Attendance:.....30%
- b. Quiz/readings.....10%
- c. Vlogs and Film Reviews.....10%
- d. Projects.....50%

NOTE: Projects must be delivered in the proper requested formats per an assignment to receive a grade.

11. Grading Policy:

Grading:

In general your grade breaks down as follows:

A – Knowledge of the 3 phases of video production, evidence of experimentation / artistry, participation in group discussions / crits, evidence of more than the minimum to complete the assignment.

B – Knowledge of the 3 phases of video production, participation in group discussions / crits, evidence of more than the minimum to complete the assignment.

C – Knowledge of the 3 phases of video production.

D – Lack of understanding of the 3 phases of video production, lack of participation.

F – Failure to understand the 3 phases of video production, no participation.

A	=95-100	C	=74-76
A-	=90-94	C-	=70-73
B+	=87-89	D+	=67-79
B	=84-86	D	=60-66
B-	=80-83	F	=below 60
C+	=77-79		

12. Coursework Substitution:

In order to meet the individual needs of students, special arrangements may be

negotiated in writing with the professor. Revised assignments must address the same topics and efforts outlined in course assignments.

13. Assignment Description:

Each assignment will require the following:

1. Concept list (will explain in class)
2. Pitch / treatment
3. Mood board
4. Rough cut
5. Final cut
6. Adherence to length window
7. Participation in critiques
8. Proper compression
9. Some but not all assignments will include Script and Storyboard

Project 01: Duality/Dichotomy

Pair 30 seconds (exactly) of continuous video with audio from a seemingly alien environment from the video. The audio should relate to the video metaphorically.

Project 02: Metamorphosis

Using only still shots and one moment of video you are to create a 30 second trailer for Kafka's Metamorphosis as if it were a show

Project 03: Close Up Portrait

Using only close up and extreme close up shots you are to create a portrait of someone. There will be no dialogue. The final piece will be 30 sec.

Project 04: Symmetry

Create a template splitting the screen into 2 boxes. The content in each box should relate to the other thematically and visually.

Project 05: Perfect Project

We will watch The Perfect Human and The Five Obstructions. We will critique the films and respond to them in this assignment.

You are to create a 30 second piece describing the perfect (whatever subject you pick out of a hat.) The final piece must utilize one of the obstructions from the film.

Project 06: This I Believe

We will listen to a few “This I Believe” speeches from NPR. You will write one and present it to the group. You will then create a 1 minute video describing what you believe. You will use selected type and graphics in your video.

Assignment 07: Select a movie from the list and write a review. 2 times throughout the semester.

Grading will be based on the following:

1-timeliness. Projects late for any stage of development will be dropped 1/2 letter grade per day.

2-Demonstrated skill of the software/camera equipment

3-participation in group critiques

4-attendance during project development

5-overall quality, effort, and attention to detail

Weekly Class Schedule and Reading Assignments

****Subject to Change****

<p>Week 1 Th 1/12</p>	<p>Course Introduction- Creative Process- Camera and tripod Operation</p> <p>Create folders on computers</p> <p>Go to media center to check out equipment</p> <p>Tutorial on camera equipment</p> <p>Vlog Overview</p>	<p>Assignment Duality/Dichotomy</p> <p>Begin reading Kafka's Metamorphosis</p>
<p>Week 2 T 1/17</p>	<p>Import Duality project</p> <p>Learn FCP: file management, Compressor, navigation, keyboard shortcuts, etc.</p> <p>Composition - shot sizes, angles, lenses, staging Camera Movement</p> <p>Watch La Jeteé</p>	<p>Vlog (Duality)</p> <p>Metamorphosis Introduced</p>
<p>Th 1/19</p>	<p>Compressor: different codecs</p> <p>Crit techniques</p> <p>Watch trailers-discuss Metamorphosis</p> <p>Work on Pitch</p>	<p>Duality/Dichotomy Final Cut Due (in class)</p> <p>Metamorphosis Word List (in class)</p>
<p>Week 3 T 1/24</p>	<p>Discuss framing</p> <p>Photoshop basics</p>	<p>Vlog (Title Sequence from Art of the Title)</p> <p>Metamorphosis Pitch/Treatment</p>
<p>Th 1/26</p>	<p>Learn basic edits in Final Cut</p> <p>Color Correction</p> <p>Look at videos for portrait, vimeo long portrait, everyone health insurance</p>	<p>Assignment Portrait</p>

Week 4 T 1/31	Cover layering of filters	Vlog (Color) Portrait Word list, Treatment/pitch
Th 2/2	Learn storyboarding	Rough Cut – Metamorphosis
Week 5 T 2/7		Vlog (your choice)
Th 2/9	Lighting Demo	Final Cut – Metamorphosis
Week 6 T 2/14		Vlog (Lighting) Portrait Storyboards
Th 2/16		
Week 7 T 2/21		Vlog (your choice) Assignment Symmetry
Th 2/23	Watch EveryNone Symmetry, commercials Discuss blocking, shot planning	Rough Cut Portrait Symmetry Word list, Treatment/pitch
Week 8 T 2/28		Vlog (your choice) Symmetry Storyboards
Th 3/1	MIDTERM Make Symmetry template Make masks in FCP	Final Cut Portrait Symmetry Script
Week 9 T 3/6	Scriptwriting	Vlog (your choice)

Th 3/8		Rough Cut Symmetry
Week 10 T 3/13	SPRING BREAK	
Th 3/15	SPRING BREAK	
Week 11 T 3/20		Vlog (your choice) Assignment Perfect Project
Th 3/22		Final Cut Symmetry Treatment/Pitch / Perfect
Week 12 T 3/27		Vlog (your choice) Script/Storyboard Perfect Assignment – This I Believe
Th 3/29		
Week 13 T 4/3		Vlog (your choice) Treatment/Pitch - Believe
Th 4/5		Storyboard/Script – Believe
Week 14 T 4/10		Vlog (your choice) Rough Cut - Perfect
Th 4/12		
Week 15		Vlog (your choice)

T 4/17		Rough Cut – This I Believe
Th 4/19		
Week 16 T 4/24		Vlog (your choice)
Th 4/26	FINAL CRIT	FINAL CRIT FINAL CRIT