ARTV 1351.201CL
Digital Video 1
Fall 2021
Monday and Wednesday 6:00PM - 8:50PM
TVB 1572A

Instructor: Justin Martinez
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Office Hours: 5:30pm-6:00pm Monday/Wednesday

Required Textbook: Video Production Handbook (**6th edition**).
By: Jim Owens
ISBN: 978-1-138-69348-7 or
　　　978-1-138-69348-4

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Course Description: Producing and editing video and sound for multimedia or web productions. Emphasizes capture, editing, and outputting of video using a digital video workstation.

Course requirements: An Advisory Committee of professionals that work within the Graphic Arts industry has determined goals for this course. This course is designed to introduce you to Video Production and Adobe Premiere Pro. Students will complete all lessons and projects assigned by the instructor and design quality, professional level productions.

Required Supplies

1. Flash Drive or External Hard Drive (at least 128gb)
2. Headphones for editing videos when in the lab
3. SD Card 170 mb/s write speed 64gb-128gb

Recommended Supplies

A Camcorder, DSLR camera, or any other camera that has Manual mode and Full HD (1080p) recording

Student Personal Responsibilities
1. Participate in course discussions and critiques, both in the classroom and online.
2. PURCHASE THE TEXTBOOK and read assigned chapters
3. Attend in-class lectures and complete the classroom exercises.
4. Complete all projects with quality and attention to detail.
5. Attend all scheduled classes; attend any field trips or guest lectures.

Determination of Course Grade/Detailed Grading Formula):

Items	Points	% Of Grade
Essay on Video Production	200	20
Project 1 (setting, and identifying camera components)	100	10
Project 2 (green screen, by choice)	100	10
Project 3 (Multiple Angle shoot)	100	10
Project 4 (Lighting changing shoot)	100	10
Project 5 (Final 3min Video)	150	20
Blogs/Class Participation:	200	20
Total:	**1000**	**100**

Essay on Video Production: Students will be required to write a 4-page essay on a documentary or movie approved by the instructor. The essay, which is not a summary of a documentary or Movie, will assess and analyze the video(s)' plot structure, technical qualities, music, audio, director/Cinematography, and how it compares with other similar works etc. It is strongly advised that students frame their analysis as an argument and that analysis done should either support their argument.

Projects: Five major projects will be assigned during the semester. These five projects constitute 55% of your grade. Each project must be filmed on a camera from the lab, or a camera with Manual mode (cellphones are not permitted). Students are allowed to form groups to share equipment. Each project submitted must consist of:
1. A file placed on the Lab server containing the exported video, video project, and all associated files.
2. All projects must be filmed in Manual mode.
These are consistent for every project unless otherwise noted.

Blogs/Class Participation: Students will be required write to several 150-word blogs on blackboard analyzing films watched in class. The topic of these blogs will be listed in class. Students will also need to read and comment on at least 2 other blogs.

Please Note: (grades and projects subject to change)

All typos will represent -5 points. (Typos include misspelled words, superfluous words/letters, extra spaces, double returns etc.)

In an effort to give back to our community, and give students real-world client experiences, we may take on a "real community" project. This changes from semester to semester, but if the instructor has the opportunity to work with a "real client" we will. Grading will be realigned to the outcomes of that project, and students will be made aware of changes via blackboard grade center and class discussion.

In the classroom as in business, the need may arise for students to go beyond the given instructions or directions. Therefore, additional resources will be helpful to the student. These may include additional Lynda.com videos, textbooks resources in the studio area, videos, help from classmates and instructor.

This course has a grade for class participation including attendance, ability to work with little assistance, participating in classroom discussion and working as a peer proctor for other students.

Projects will be graded using the following formula		
Subject Matter	Proper tone and atmosphere with regards to subject matter; clear communication of ideas; creativity in presentation; and engagement quality of subject matter.	20
Preproduction	Ideas properly conveyed in script and storyboard; planning	20
Production	Creative and engaging camera work, consistent with preproduction; proper exposure and temperature of footage; directing effectiveness; usage of props, environments, video equipment, and actors; completion of project specific requirements.	20
Postproduction	Evaluation of technical qualities such as resolution frame rate, exposure; organization of files; editing creativity and coherency	20
Effort	Dedication, Effort, Commitment to refine project; Process, Strategy and Communication	20
		Total 100

Grading Scale:
90 - 100%   = **A**
80 - 89%   = **B**
70 - 79%   = **C**
60 - 69%   = **D**
Any grade below 60 is an **F**

Make-Up Policy: There are **NO** makeups for this class. However, if a student has a legitimate excuse (death in the family, medical emergency, etc.) some deadlines can be extended.

Tentative Course Outline:

Week*	Lecture Topic

Week 1	Introduction Overview of Video Production
Week 2	Overview of Video Production/ Adobe Learning
Week 3	Overview of Video Production/ Adobe Learning
Week 4	Overview of Video Production/ Adobe Learning
Week 5	Overview of Video Production/ Adobe Learning
Week 6	Overview of Video Production/ Adobe Learning
Week 7	Overview of Video Production/ Adobe Learning
Week 8	Overview of Video Production/ Adobe Learning
Week 9	Project Work Week #1
Week 10	Project Work Week #2
Week 11	Project Work Week #3
Week 12	Project Work Week #4
Week 13	Terms Quiz
Week 14	Essay Due
Week 15	Project Work Week #5
Week 16	Exploring cinematography to further improve video production.

*<u>**IMPORTANT:**</u> Wednesday each week is reserved as a workday — the student is responsible for using each workday to go on location to film; use the lab to edit; or make any other progress toward completion of the assigned project. The student will be evaluated the following Monday on progress made on the project. The progress made must be significant enough to be tangible.

Attendance:
Roll will be taken each class period; 100% attendance is expected. More than 5 missed classes may result in a student being dropped from the course. The only exception to this rule is death within the immediate family or a note from the Doctor.

Tardiness: The student is expected to be on time to every class. It is to the students disadvantage to arrive late as they may miss essential demonstrations, lecture information, etc.

Withdrawing from Class: It is the responsibility of the individual student to complete the paperwork to withdraw from a class after registration, he or she must complete the proper form for withdrawal in the Admissions and Records Office. **Any student appearing on the class roll at the end of the semester that stopped attending and did not withdraw will receive an F.**

Success Tips:
Be Diligent: do not fall behind with projects as video projects can rarely ever be done in a day.

Plan Well: Video productions have many parts to them so develop a plan for each project and have a backup plan if the first one fails.

Spend Some Time with the Camera: Manual mode has a steep learning curve, so to overcome this, be sure to take notes, experiment, and just spend time with the cameras available you.

Additionally, "*I'll just fix it in post*" is bad not a statement to follow. Take multiple takes to ensure you have the best shot possible.

Do the textbook assignments: The textbook assignments are essential to your understanding of the editing software we will be using.

Lynda.com: Use Lynda.com or other outside resources as necessary to better your understanding of course material.

ADA Statement:
Any student with a documented disability needing academic accommodations is requested to contact Holly Bankston at 409-933-8520 or <u>hbankston@com.edu</u>. The Office of Services for Students with Disabilities is located in the Student Success Center.

The Office of Services for Students with Disabilities is committed to working with you in maintaining the integrity of the educational experience and in creating equal access opportunities for our students. Please feel free to contact me with any questions, comments, or concerns you may have throughout the semester. Your feedback is an essential component in maintaining a successful program.

http://www.com.edu/student-services/counseling.php

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention is very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

Classroom Conduct Policy: College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the on-line Student Handbook. http://www.com.edu/student-services/student-handbook.php.   Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

Academic Dishonesty: Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **<u>grade of zero</u>** on that exam and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

Plagiarism: Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else's words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else's words without quotation marks. Any assignment containing any plagiarized

material will receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate discipline action.

Ways to Avoid Plagiarism:

http://en.writecheck.com/ways-to-avoid-plagiarism/

Concerns/Questions Statement: If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the BCT Department Chair, Selina Rahman at 409-933-8339, srahman@com.edu

Student Learning Outcomes: Upon successful completion of this course, students will:
1. Use digital video capture and output methods
2. Apply appropriate compression schemes for various output
3. Integrate still graphics and animation into a production
4. Apply principles of video production
5. Identify the components of a digital video system

Core Objectives: Students successfully completing this course will demonstrate competency in the following **Bolded Core Objectives**:

1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
2. **Empirical and quantitative skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
3. **Communication skills** – to include effective written, oral, and visual communication
4. **Teamwork** – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
5. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.
6. **Personal responsibility** – to include the ability to connect choices, actions, and consequences to ethical decision-making.

Student Learner Outcome	Maps to Core Objective(s)	Assessed via this Assignment
Identify the components of a digital video system	Critical Thinking skills, Communication skills, Teamwork	Project 1
Use Digital Video Capture and output methods	Communication skills, Critical thinking skills, Teamwork	Project 2

Integrate still graphics and animation into a production	Teamwork, Critical thinking skills	Project 3
Apply appropriate compression schemes for various output, and lighting	Social Responsibility, Teamwork, Personal responsibility	Project 4
Apply principles of video production	Social Responsibility, Teamwork, Personal responsibility	Project 5