



ARTV 1351.201C3

Digital Video 1

Fall 2025

Monday and Wednesday 6:00PM - 8:50PM

Instructor Information: Brad Denison, bdenison@com.edu, 409-933-8207

Office hours and location: MW, 3:00 to 4:00 PM, ICB 222-13

Required Textbook/Materials: Adobe Premiere Pro Classroom in a Book (2024 Edition)

By: Maxim Jago

ISBN-10: 0138318565

ISBN-13: 978-0138318567

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.

Determination of Course Grade/Detailed Grading Formula:

Category	Assignment	Week Due*	Points	% of Grade
Project 1	Self-Introduction Video (45–60 sec)	Wk 2	75	7.5 %
Project 2	Pharmaceutical or Infomercial Spot (30 sec)	Wk 6	100	10 %
Project 3	Multi-Angle Interview Edit (3–4 min)	Wk 9	125	12.5 %
Mid-Term	Podcast Video Edit (5–7 min) — footage provided	Wk 10	150	15 %
Project 4	Promotional Video (Business or College Dept.) (60–90 sec)	Wk 14	150	15 %
Final Project (student selects one)	• Music-Video • Short Doc • Narrative Scene • PSA	Wk 16	250	25 %

Category	Assignment	Week Due*	Points	% of Grade
Participation	Weekly Topic Discussions	Wk 1-16	50	5 %
Resource-Share	Peer-curated Links & Tips	Wk 1-16	100	10 %
Total			1,000	100 %

Grading Scale

90 - 100% = A

80 - 89% = B

70 - 79% = C

60 - 69% = D

Any grade below 60 is an F

Graded Items & Scaling Rubric

Assessment Philosophy (one rubric, rising expectations)

All major video assignments use **one common rubric** so evaluation is consistent and transparent across the term:

- **Concept & Story (20%)** – clarity of idea, audience focus
- **Technical Execution (30%)** – image, sound, graphics, color, titles
- **Editing & Pacing (25%)** – continuity, rhythm, purposeful cuts
- **Professionalism (15%)** – organization, deliverables, export settings, deadlines
- **Reflection (10%)** – process notes and evidence of learning

Difficulty scales through tightened performance thresholds and added requirements per project (e.g., single-camera → multicam; stock audio → original audio capture; light graphics → branded motion package). Students see the same criteria every time; what *earns full credit* under each criterion becomes more demanding as they progress.

Itemized Explanations Included with course calendar below

Late Work, Make-Up, and Extra-Credit Policy:

- **Due day/time: Wednesdays, before 6:00 p.m. CT** (start of class). If another day is posted, the same **before 6:00 p.m.** rule applies.
- **Late penalties (projects & major assignments):**
 - **Tier 1:** from the due date 6:00 p.m. → Thu 5:59 p.m. = **–1 letter grade (–10%)**
 - **Tier 2:** Thu 6:00 p.m. → Mon 5:59 p.m. = **–2 letter grades (–20%)**

- **After Mon 5:59 p.m.:** not accepted.
- **Final project (compressed window):** Due Mon, Dec 1, before 6:00 p.m.; late until Wed, Dec 3, 5:59 p.m. = –10%; **no work after Wed** to meet the college grade deadline (Fri, Dec 5, a.m.).
- **Midterm (in-class):** make-up only with documentation; scheduled within **5 calendar days** (may use alternate footage/proctored edit).
- **Discussions & Resource-Share:** no late/make-ups (two lowest discussion scores dropped to keep this humane).
- **Extensions (rare):** documented emergencies/accommodations only; request **before the late window closes**. Extensions waive penalties **only for the new agreed window** and must not derail subsequent milestones.
- **Extra credit:** optional, **capped at 20 pts** total; applies to participation/resource categories only (cannot replace major projects or the midterm).

Full details in the course shell in Desire2Learn Brightspace

Attendance Policy:

Attendance & Engagement (Student Summary). Be here, on time. Attendance is taken every class; arrive ready to work by **6:00 p.m. CT**. You have **up to 3 no-penalty absences** for any reason. At **4–5 total absences** your final course grade drops **one letter (–10%)**; **6+ absences** puts you at risk of **withdrawal/failure**. **Two tardies = 1 absence** (tardy = within the first 15 minutes); arriving **15+ minutes late or leaving early counts as absent**. **Excused absences** (with documentation) don't count toward totals: illness/injury, bereavement—immediate family, religious observance, jury/civic duty, or college-sponsored travel. Please email **before class** when possible and upload documentation **within one week**. In-class labs/critique and the **midterm** are time-bound; make-ups require documentation and must occur within **5 days**. **Project deadlines and the Late Policy still apply** (most work due **Wednesdays before 6:00 p.m.**).

Full details are in the D2L Brightspace course shell.

Communicating with your instructor: ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

Student Learner Outcome	Maps to Core Objective	Assessed via this Assignment
1. Identify the components of a digital video system.	Critical Thinking; Teamwork	Project 1 – Self-Introduction Video (gear/file-management check embedded in rubric)
2. Use digital video capture and output methods.	Critical Thinking; Communication	Project 3 – Multi-Angle Interview (capture workflow, audio levels, color match) and Midterm – Podcast Edit (export specs, captions, loudness)
3. Integrate still graphics and animation into a production.	Communication; Critical Thinking	Project 2 – Pharmaceutical/Infomercial Spot (lower thirds/MOGRs/branding)
4. Apply appropriate compression schemes for various output, and lighting.	Critical Thinking; Communication	Midterm – Podcast Edit (delivery/compression standards) and Project 3 – Multi-Angle Interview (basic lighting practice & evaluation)
5. Apply principles of video production.	Critical Thinking; Teamwork; Communication	Final Project (student-selected format) — capstone demonstrating end-to-end production

Academic Dishonesty: Disciplinary actions will be taken for students who exhibit disorderly conduct, cheat on exams, submit plagiarized work (see below), or are involved in collusion (helping others cheat or plagiarize) as defined in the Student Handbook under the heading, “Discipline and Penalties.” The maximum penalty imposed for violations will be an F in the course. The student will also be referred to the Dean of Students for further disciplinary action. Please read through the “Standards of Student Conduct” in the Student Handbook for a more complete discussion of these issues and your rights and responsibilities.

Student Concerns: 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 Dr. Kristina Jantz, Fine Arts Department Chair, at 409-933-8255 or kjantz@com.edu.

Course outline: (include calendar with lecture topics, due dates)

Wk	Mon (Lecture/Lab)	Wed (Lecture/Lab + Deadlines)
1	Mon Aug 18 — Course kickoff; syllabus; gear & file management; codecs.	Wed Aug 20 — Premiere basics (cuts, J/L); launch Project 1: Self-Intro . Discussion #1 closes Sun Aug 24 .
2	Mon Aug 25 — Audio 101: levels, room tone, clean dialog; music licensing.	Wed Aug 27 — Project 1 DUE (before 6:00 p.m.) + critique; VO & intro to scripting persuasive spots. Discussion #2 closes Sun Aug 31 .
3	Mon Sep 1 — Script → storyboard → shot list workflow.	Wed Sep 3 — Graphics 101: lower thirds, MOGRTs; Project 2 brief (Pharma/Infomercial). Discussion #3 closes Sun Sep 7 .
4	Mon Sep 8 — Lighting basics: three-point, key/fill ratios, interview setups.	Wed Sep 10 — Color basics & scopes; skin tones; lab time for P2. Discussion #4 closes Sun Sep 14 .
5	Mon Sep 15 — VO capture & ADR; noise reduction; music ducking.	Wed Sep 17 — Branding & CTA principles for promos; P2 work session. Discussion #5 closes Sun Sep 21 .
6	Mon Sep 22 — Export specs, delivery checklists, QC passes.	Wed Sep 24 — Project 2 DUE (before 6:00 p.m.) + critique; intro Project 3: Multi-Angle Interview (sync, B-roll strategy). Discussion #6 closes Sun Sep 28 .
7	Mon Sep 29 — Interview craft: coverage patterns, question design, on-camera presence.	Wed Oct 1 — Multicam workflow: sync, angle/color match; audio cleanup lab. Discussion #7 closes Sun Oct 5 .
8	Mon Oct 6 — Work day + 1:1 check-ins for P3.	Wed Oct 8 — Rough-cut swap & feedback; finishing strategies. Discussion #8 closes Sun Oct 12 .
9	Mon Oct 13 — Story arc & chaptering; title cards/captions polish.	Wed Oct 15 — Project 3 DUE (before 6:00 p.m.) + critique; Midterm style-guide briefing. Discussion #9 closes Sun Oct 19 .
10	Mon Oct 20 — Midterm (in-class) Podcast Edit, Part 1 : ingest, edit, structure.	Wed Oct 22 — Midterm (in-class) Part 2 : mix, loudness, captions, export (graded in class). Discussion #10 closes Sun Oct 26 .
11	Mon Oct 27 — Client briefs & goals; Project 4: Promo kickoff (business/college dept.).	Wed Oct 29 — Motion package: logo lockups, type hierarchy, brand color usage. Discussion #11 closes Sun Nov 2 .

Wk	Mon (Lecture/Lab)	Wed (Lecture/Lab + Deadlines)
12	Mon Nov 3 — Shooting promos: locations, talent, beats; A/B testing for short form.	Wed Nov 5 — Work day + peer review & 1:1s for P4. Discussion #12 closes Sun Nov 9 .
13	Mon Nov 10 — Green screen & keying; simple compositing; advanced titles.	Wed Nov 12 — Rights & ethics: releases, music, stock; finishing workflows. Discussion #13 closes Sun Nov 16 .
14	Mon Nov 17 — Finalize P4; export QA; delivery checklists.	Wed Nov 19 — Project 4 DUE (before 6:00 p.m.) + critique; Final Project options & proposal checkpoint. Discussion #14 closes Sun Nov 23 .
15	Mon Nov 24 — Final Project work day + mini check-ins.	Wed Nov 26 — Light lab/remote consult (travel week); last questions before final. Discussion #15 closes Sun Nov 30 . Resource-Share closes Fri Nov 28, 5:59 p.m.
16	Mon Dec 1 — FINAL PROJECT DUE (before 6:00 p.m.) ; ingest & lineup for screening.	Wed Dec 3 — Final screenings & feedback. Late-final window closes 5:59 p.m. (–10%) . Grades submitted by Fri Dec 5 (a.m.) .

Project 1 — Self-Introduction Video (45–60 sec) · 75 pts

Purpose: Establish baseline production/editing skills and comfort on timeline.

Deliverables: 1080p H.264 export; YouTube Account creation/upload, simple title card; 250-word reflection.

Rubric emphasis:

- *Concept & Story:* clear self-intro with a beginning/middle/end.
- *Technical:* stable image, audible speech, basic music bed (licensed).

Difficulty level: Introductory; instructor supplies a checklist and example timeline.

Project 2 — Pharmaceutical or Infomercial Spot (30 sec) · 100 pts

Purpose: Practice persuasive messaging, VO/ADR, lower thirds, and tight timing.

Deliverables: Script, shot list, final 30-sec spot with legal/CTA slate, reflection.

Rubric emphasis:

- *Editing & Pacing:* exact 30-sec timing; J/L-cuts for VO.
- *Technical:* clean VO, ducked music, 2–3 on-brand graphics.

Difficulty increase: Adds **scripted structure**, **voiceover**, and **graphics standards**.

Project 3 — Multi-Angle Interview (3–4 min) · 125 pts

Purpose: Acquire, sync, and edit multicam A-roll with supporting B-roll.

Deliverables: Two-camera interview (or equivalent provided footage), room tone, lower third, color-matched angles, reflection.

Rubric emphasis:

- *Technical:* multicam sync, noise reduction, matched exposure/white balance.
- *Editing:* story arc with topic chapters; purposeful B-roll coverage.

Difficulty increase: Introduces **multicam workflow**, **audio cleanup**, **color matching**.

Midterm — Podcast Video Edit (5–7 min; footage provided from my DEscussions Podcasts, in class) · 150 pts

Purpose: Focus on postproduction craft without production variables.

Deliverables: Edit conforms to provided style guide; captions; reflection.

Rubric emphasis:

- *Technical:* intelligible dialogue, consistent loudness, tasteful transitions.
- *Professionalism:* adherence to naming/export specs and delivery checklist.

Difficulty increase: Higher **technical precision** and **spec compliance**; no storytelling crutch from original shooting.

Project 4 — Promotional Video (60–90 sec) · 150 pts

Purpose: Translate a client/departments brief into a branded piece with CTA.

Deliverables: Brief (objectives, audience, success metrics), shot plan, final promo with logo lockup, brand-compatible typography, captions, reflection.

Rubric emphasis:

- *Concept & Story:* message hierarchy and clear CTA.
- *Professionalism:* client-ready polish, rights/attribution for assets.

Difficulty increase: Adds **stakeholder alignment**, **brand rules**, **motion-graphics package**.

Final Project — Choice of Format · 250 pts

(Music Video · Short Documentary · Narrative Scene · PSA)

Purpose: Capstone demonstrating independent planning and creative control.

Deliverables (all formats): treatment, schedule, proof of rights/locations, finished piece (runtime per format), captioned, color-finished, audio-mixed; 500-word reflection connecting choices to course outcomes.

Rubric emphasis: full spectrum at advanced level; excellence expected across all criteria.

Difficulty increase: Highest bar: **original production**, **complex editing**, **complete post pipeline**, **creative risk**.

Discussions (low-stakes, skill-supporting)

Weekly Topic Discussions · 50 pts total (Participation)

Purpose: Sustain practice, vocabulary, and peer feedback.

Expectations: 1 substantive post/week + 1 reply; graded on relevance, specificity, collegial tone.

Rubric link: *Reflection* and *Professionalism* at a low-stakes threshold.

Resource-Share Discussions · 100 pts total (Minor Grade)

Purpose: Build a living library of royalty-free media, plug-ins, tutorials, and case studies.

Expectations: Short annotation (what it is, why it's useful, how to apply).

Rubric link: *Professionalism* (attribution/licensing accuracy) and *Reflection* (applied insight).

Progression Map (how expectations rise)

Criterion →	P1	P2	P3	Midterm	P4	Final
Concept & Story	clear intro	persuasive script	interview narrative	structure without reshoots	brand message + CTA	sustained, original vision
Technical Execution	basic capture & levels	VO + titles	multicam, color match, noise reduction	spec-accurate mix/captions	branded gfx package	full finish: color pass, mix, deliverables
Editing & Pacing	continuity	30-sec timing	chaptered flow + B-roll	long-form rhythm	attention economy	complex pacing choices
Professionalism	file naming	rights for music	logs, media mgmt	strict spec adherence	client-ready polish	full production book & rights
Reflection	250 words	250 words + learnings	250 words + problem-solving	300 words + standards used	300 words + audience impact	500 words + outcome mapping

This structure keeps grading consistent while clearly communicating higher bars at each step. It also aligns with common program outcomes: story craft, technical competence, collaborative practice, and professional readiness.

Institutional Policies and Guidelines

Grade Appeal Process: Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook [https://www.com.edu/student-services/docs/Student Handbook 2024-2025 v2.pdf](https://www.com.edu/student-services/docs/Student_Handbook_2024-2025_v2.pdf). *An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

Academic Success & Support Services: College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

ADA Statement: Any student with a documented disability needing academic accommodation(s) is requested to contact:
Kimberly Lachney, Student Accessibility Services Coordinator
Phone: 409-933-8919
Email: AccessibilityServices@com.edu
Location: COM Doyle Family Administration Building, Student Success Center

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.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 16-week session is November 14.

FN Grading: The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student

has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are 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.

Resources to Help with Stress: If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at deanofstudents@com.edu or communityresources@com.edu.

Nondiscrimination Statement: The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.