



**ARTV 2341.201CL**  
**Advanced Digital Video**  
**Spring 2022**  
**Monday and Wednesday 6:00PM - 8:50PM**  
**STEAM 137**

**Instructor:** Derek Miller

**E-mail:** dmiller12@com.edu

**Phone:**

**Office:** STEAM Lab 137

**Office Hours:** 5:30pm-6:00pm Monday/Wednesday

**Optional Textbook:** Adobe After Effects Classroom in a Book

Adobe Press

By: Jim Owens

ISBN-10: 0-13-681564-2

ISBN-13: 978-0-13-681564-8

*If you like to learn by following step by step this text might be helpful*

**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:** Advanced digital video techniques for post-production. Emphasizes integration of special effects and animation for film, video, and the Internet. Exploration of new and emerging compression and video streaming technologies. Prerequisite: ARTV 1351 with a grade of "C" or better. Offered spring only.

**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 build on your knowledge of Video Production and Adobe Premiere Pro and Adobe After Effects. 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
Project 1	100	10
Project 2	100	10
Project 3	100	20
Project 4	100	20
Project 5	100	30
Blogs/Class Participation:	100	10
<b>Total:</b>	<b>600</b>	<b>100</b>

**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		
<b>Subject Matter</b>	Proper tone and atmosphere with regards to subject matter; clear communication of ideas; creativity in presentation; and engagement quality of subject matter.	20
<b>Preproduction</b>	Ideas properly conveyed in script and storyboard; planning	20
<b>Production</b>	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
<b>Postproduction</b>	Evaluation of technical qualities such as resolution frame rate, exposure; organization of files; editing creativity and coherency	20
<b>Effort</b>	Dedication, Effort, Commitment to refine project; Process, Strategy and Communication	20
		<b>Total 100</b>

**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:**

**\*IMPORTANT:** 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

Week*		Lecture Topic
1		Introduction Overview of Video Production
2		Overview of Video Production/ Adobe Learning
3		Overview of Video Production/ Adobe Learning
4		<b>Project 1 Due</b>
5		Overview of Video Production/ Adobe Learning
6		<b>Project 2 Due</b>
7		Overview of Video Production/ Adobe Learning
8		Overview of Video Production/ Adobe Learning
<b>SPRING BREAK</b>		
9		<b>Project 3 Due</b>
10		Overview of Video Production/ Adobe Learning
11		<b>Project 4 Due</b>
12		Project 5 Production Week
13		Project 5 Production Week
14		Project 5 Production Week
15		<b>Project 5 Due</b>
16		Critiques

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.

**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 1<sup>st</sup> 8-week session is March 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2<sup>nd</sup> 8-week session is May 4.

**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.

## 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://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.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.* [https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

**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 accommodations is requested to contact Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**Counseling Statement:** Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). Counseling services are available on campus in the student center for free and students can also email [counseling@com.edu](mailto:counseling@com.edu) to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

**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 1<sup>st</sup> 8-week session is March 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2<sup>nd</sup> 8-week session is May 4.

**F<sub>N</sub> Grading:** The F<sub>N</sub> grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F<sub>N</sub> 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 F<sub>N</sub> grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F<sub>N</sub> 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.

**COVID-19 Statement:** All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland’s Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.

**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 Fine Arts Department Chair, Paul Boyd at 409-933-8342, [pboyd@com.edu](mailto:pboyd@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	Critical Thinking skills, Communication skills, Teamwork	Project 1

digital video system		
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