



ARTV 2341.201CL
Advanced Digital Video
Spring 2024
Monday and Wednesday 6:00 PM – 8:50 PM
STEM 137

Instructor: Derek Miller
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Office Hours: 5:30 pm-6:00 pm Monday/Wednesday

Recommended Textbook: *Adobe After Effects CC Classroom in a Book (2023 Release)*
ISBN-0137623925
By Lisa Fridsma, Brie Gyncild Published by Adobe Press.

Textbook Purchasing Statement: A student attending the 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.

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 previous knowledge of Adobe Premiere and introduce you to Adobe After Effects. Students will complete all lessons and projects assigned by the instructor and design quality, professional-level productions.

Required Supplies

1. External Hard Drive (at least 1tb)
2. Headphones for viewing and editing videos when in the lab
3. A cell phone gimbal / Tripod

Recommended Supplies

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

2. A 1TB external hard drive

Student Personal Responsibilities

1. Participate in course discussions and critiques in the classroom.
2. Attend in-class lectures and complete classroom exercises.
3. Complete all projects with quality and attention to detail.
4. Attend all scheduled classes; attend any field trips or guest lectures.

Determination of Course Grade/Detailed Grading Formula:

Items	Points	% Of Grade
After Effects Tutorials	200	20
Project 1: Sample Promotional Video	100	10
Project 2: COM Promotional Video	100	10
Project 3: City of Texas City Event Video	100	10
Project 4: Small Business Promotional Video 1	100	10
Project 5: Small Business Promotional Video 2	100	10
Project 6: Small Business Promotional Video 3	100	10
Project 7: Small Business Promotional Video 4	100	10
Class Participation	100	10
Total:	1000	100

After Effects Tutorials: Students will be required to complete an online After Effects Tutorial every Monday at the start of class.

Projects: 7 advertisements will be assigned during the semester. In total, these videos constitute 80% of your grade. Each advertisement (if applicable) must be filmed on a camera from the lab, a camera with Manual mode, or your cellphone with the use of a tripod or gimbal. Students are allowed to form groups to share equipment. Exact details of the projects will be found in the corresponding Project Assignment Sheet which is handed out in class.

Each project submitted must consist of:

1. A file placed on your flash drive containing the exported video, video project, release form and list of questions
2. All projects must be filmed in Manual mode.

These are consistent for every project unless otherwise noted.

Please Note: (grades and projects are subject to change)

Typos will not be accepted (Typos include misspelled words, superfluous words/letters, extra spaces, double returns, etc.). Any typos found will result in a penalty to the student’s grade.

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 Brightspace 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, textbook resources in the studio area, videos, and help from classmates and instructors.

**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 and Advertisements will be graded using the following formula		
Subject Matter	Proper tone and atmosphere with regards to the 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, and Commitment to refine the 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.

Course outline:

Week*	Lecture Topic
Unit 1	Introduction to the Course/Refresher
1/17/24	Introduction/ Overview of After Effects/ Getting to know the Class; Start Project 1.
1/22 & 1/24	AE Tutorial, Project 1: Progress Report
1/29 & 1/31	AE Tutorial, Project 1 Due, Start Project 2 / Project 1 Critique
2/5 & 2/7	AE Tutorial / Project 2: Work Week
2/12 & 2/14	AE Tutorial, Project 2 Due; Start Project 3 / Project 2: Critiques
2/19 & 2/21	AE Tutorial, Project 3: Progress Report;
2/26 & 2/28	AE Tutorial, Project 3: Due/ Start Project 4, Project 3 Critiques
3/4 & 3/6	AE Tutorial, Project 4 Progress Report
Spring Break!	
3/18 & 3/20	AE Tutorial, Project 4: Due; Start Project 5 / Project 4 Critiques
3/25 & 3/27	AE Tutorial, Project 5 Project Report
4/1 & 4/3	AE Tutorial, Project 5 Due; Start Project 6/ Project 5 Critiques
4/8 & 4/10	AE Tutorial, Project 6 Progress Report
4/15 & 4/17	AE Tutorial, Project 6 Due; Start Project 7/ Project 6 Critiques
4/22 & 4/24	AE Tutorial, Project 7: Progress Report
4/29 & 5/1	AE Tutorial, Project 7 Progress Report
5/6 & 5/8	AE Tutorial, Project 7 Due

***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 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 on Tuesday; 100% attendance is expected. More than 3 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 for every class. It is to the student's disadvantage to arrive late as they may miss essential demonstrations, lecture information, etc.

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 the 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.

HAVE THE PROJECT ASSIGNMENT SHEET WITH YOU AT EVERY STAGE OF THE PROJECT.

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 grade of zero on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary 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 a proper citation, copying directly from a website, and pasting it into your paper, and 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 disciplinary action.

Ways to Avoid Plagiarism:

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

STUDENT 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 Coleena Jackson at 933.8535 direct line to the office or email her at cjackson@com.edu

Student Learning Outcomes: Upon successful completion of this course, students will:

1. Integrate animation in video productions.
2. Generate special effects for film/video production
3. Apply chroma-keying in video productions
4. Plan, edit, and produce a video production.

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 ^[1]_[SEP] others to support a shared purpose or goal
5. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the ^[1]_[SEP] 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
Plan, edit, and produce a video production	Critical Thinking skills, Communication skills, Teamwork	Promotional Video 1
Apply chroma-keying in video productions	Communication skills, Critical thinking skills, Teamwork	Promotional Video 2
Integrate still graphics and animation into a production	Teamwork, Critical thinking skills	Promotional Video 3
Integrate animation in video productions	Social Responsibility, Teamwork, Personal Responsibility	Promotional Video 4
Apply video streaming technologies for Internet video	Social Responsibility, Teamwork, Personal Responsibility	Promotional Video 5

Generate special effects for film/video production	Social Responsibility, Teamwork, Personal Responsibility	Promotional Video 6
Manage time, ability to get a project done on a client's time	Social Responsibility, Teamwork, Personal Responsibility	Promotional Video 7

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_2023-2024_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 accommodations is requested to contact Kimberly Lachney at 409-933-8919 or klachney@com.edu. The Office of Services for Students with Disabilities is located in the 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 1st 8-week session is February 28. The last date to withdraw from the 16-week session is April 22. The last date to withdraw for the 2nd 8-week session is May 1. The last date to withdraw for spring mini session is May 29.

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.