



**ARTV 1351.201CL**  
**Digital Video 1**  
**Fall 2022**  
**Monday and Wednesday 6:00PM - 8:50PM**  
**STEAM 137**

**Instructor:** Derek Miller

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**Phone:** 409-502-5151

**Office:** STEAM 137

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

**Required Textbook:** Adobe Premiere Pro Classroom in a Book (2022 Edition).

By: Maxim Jago

ISBN-10: 0-13-762512-X

ISBN-13: 978-0-13-762512-3

**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 |
|--|-------------|------------|
| Project 1 (Introduction video)                       | 100         | 10         |
| Project 2 (Green screen, by choice)                  | 100         | 10         |
| Project 3 (Multiple Angle shoot)                     | 100         | 10         |
| Project 4 (Promotional Video)                        | 100         | 10         |
| Project 5 Music Video (Final 3min Video) /Final Exam | 300         | 30         |
| Midterm: Dike Video                                  | 100         | 10         |
| Class Participation:                                 | 100         | 10         |
| Book Exercises                                       | 100         | 10         |
| <b>Total:</b>  | <b>1000</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)

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 pre production; 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.

**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.

**Tentative Course Outline:**

| Week * |             | Lecture Topic                             |
|--------|-------------|---|
| 1      | Aug 22 & 24 | Introduction Overview of Video Production |

|    |  |  |
|----|--|--|
| 2  | Aug 29 & 31                                | Overview of Video Production/ Adobe Learning                           |
| 3  | Sept 5 & 7                                 | Project 1 (Introduction Video Due)                                     |
| 4  | Sept 12 & 14                               | Overview of Video Production/ Adobe Learning                           |
| 5  | Sept 19 & 21                               | Project 2 (Green Screen Video) Due September 19/ Critique September 21 |
| 6  | Sept 26 & 28                               | Overview of Video Production/ Adobe Learning                           |
| 7  | Oct 3 & 5                                  | Overview of Video Production/ Adobe Learning                           |
| 8  | Oct 12 & 12                                | Overview of Video Production/ Adobe Learning                           |
| 9  | Oct 17 & 19                                | Project Work Week #1   |
| 10 | Oct 24 & 26                                | <b>Mid Term Essay or Dike Video Due Oct 24/ Critiques October 26</b>   |
| 11 | Oct 31& Nov 2                              | <b>Project 3_Multi Angle Shoot Due Oct 31 / Critiques Nov 2</b>        |
| 12 | Nov 7 & 9                                  | Project 4 work week  |
| 13 | Nov 14 & 16                                | <b>Project 4 Promotional Video_Due Nov 14 / Critiques Nov 16</b>       |
| 14 | Nov 21 & 23                                | Project 5 work week  |
| 15 | Nov 24 - 27<br><i>Thanksgiving holiday</i> |  |
| 16 | Nov 28 & 30                                | <b>Project 5_Final 3min Video Due Nov 28 / Critiques Nov 30</b>        |
| 17 | Dec 5 & 7                                  |  |

**\*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.

**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, Paul Boyd at 409-933- 8342, pboyd@com.edu

**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.

## **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 Michelle Brezina at 409-933-8124 or [mvaldes1@com.edu](mailto:mvaldes1@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 1<sup>st</sup> 8-week session is October 5. The last date to withdraw from the 16-week session is November 18. The last date to withdraw for the 2<sup>nd</sup> 8-week session is December 1.

**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](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).

**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/>

**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 <sup>[1]</sup><sub>SEP</sub> others to support a shared purpose or goal
5. **Social responsibility** – to include intercultural competency, knowledge of civic responsibility, and the <sup>[1]</sup><sub>SEP</sub> 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.

| <b>Student Learner Outcome</b>   | <b>Maps to Core Objective(s)</b>                         | <b>Assessed via this Assignment</b> |
|--|--|-------------------------------------|
| 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                           |
|  |  |                                     |