

ICD 545 Innovative Communication Design: Video Production 1 Credits: 1

Course Information

URL: www.maineicd.com

INSTRUCTOR:

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Virtual Office Hours: Mondays & Wednesdays, 10am-12pm

COURSE DESCRIPTION: This course will introduce the basic framework and principles necessary for professional video production. The student will learn the tools of basic video and audio editing, and use those skills in the completion of the course work. This course teaches the fundamentals of video design, emphasizing skills specific to time based design, and the ability to solve problems common to video production.

COURSE GOALS AND OBJECTIVES: This course utilizes the computer as a tool for the development of both creative and professional video content. The focus is on the creative process and the development of problem solving, technical aptitude and idea generation skills. Additionally, students will critique their own work and the work of others. Issues unique to the technical aspects of video editing and filming are addressed along with related critical and aesthetic concerns.

COURSE OUTCOMES: Upon completing this course, students will:

- ▶ Have a solid foundation in the creation of video based design.
- ▶ Be able to identify strengths and weaknesses, and improve designs for better communication.
- ▶ Understand the basic techniques involved in audio and video editing.
- ▶ Have created a unique video piece from initial idea to finished product.

Instructional Materials and Methods

REQUIRED MATERIALS:

Software: Adobe Premiere CS5
Gear: Video Camera compatible with your computer & editing program

Of Note: Students who enroll in ICD courses such as this one must possess basic computer skills. In order to participate fully in the coursework, students are expected to have

regular access to appropriate computer hardware, software and Internet connectivity. Aside from these basic computer skills, there is no pre-requisite for this course.

REQUIRED READINGS:

Shop Class as Soulcraft: An Inquiry into the Value of Work by Matthew B. Crawford

Course Structure

CLASS FLOW: The overall structure of the course focuses on three Phases, detailed below. Projects will be assigned to allow for creative and technical investigation into the content of the phases. Within each phase, related topics will be addressed. Each topic will have content delivered in the form of video tutorials or lectures, and assignments relevant to the material. Within each topic you will be expected to:

- ▶ Watch all of the lectures and tutorials listed in the topic's introduction and read any assigned material.
- ▶ Submit the assignment.
- ▶ Add comments to the submissions of at least three other students. You will be provided with specific aspects of the assignments to focus on when critiquing your classmates' work.

This course is designed to be completely asynchronous so there are no specific times for meeting with other students or the instructor. All interactions, including the submitting of assignments and the providing of feedback, will take place online. While the material for the course is available for you to access at any time, there are specific deadlines that must be met. Falling behind has serious repercussions on your ability to give and receive feedback in a timely manner, and it is suggested that you refer to the course schedule to ensure that you are keeping up with your course commitments.

PHASES:

Phase 1: Introduction to Video Production. In this phase, the overall content of the course will be discussed, and Adobe Premiere will be introduced. In addition to learning more about how the program works, students will be expected to develop an increased awareness of editing decisions and how these connect to components of visual storytelling.

Phase 2: Techniques of Video Production. During this phase, skill development will be emphasized. Topics include editing sound on tape clips, adding b-roll to sequences, audio mastering, and techniques for designing and recording supplemental audio tracks.

Phase 3: Finishing Strategies for Video Production. In the final phase of this course, students will develop technical abilities and increased understanding of how additional elements such as transitions, filters, effects, and text can add to the production value of a video piece.

Course Policies

ATTENDANCE: Attendance in an asynchronous online course is a somewhat nebulous concept. While the class does not meet at a specified time, there are scheduled deadlines that must be met. It is expected that you will accomplish all of the tasks by their assigned deadlines. Participation in the class' online discussion is also critical to your success in the class and the frequency and depth of your interactions with other students and the instructor will be considered as your attendance in the course, and thus part of your grade. If you for any reason think you may have an issue meeting the participation requirements, either on a specific day, week or overall, please contact your instructor. It is much easier to make accommodations ahead of time than after the fact.

PARTICIPATION: Participation is a vital and required part of your involvement in this course. The more you add thoughtful, insightful comments to the discussion the more you, and other students, will benefit. Questions are always welcome and should be asked publicly so that everybody can see the answer unless there is a reason to ask privately, in which case you may contact the instructor directly.

Students and instructors play an important role in maintaining an environment that is optimal for learning, and are expected to treat each other with respect. Class discussions are interactive and diverse opinions will be shared; please be thoughtful in sharing your perspectives and responses with one another. Disruptive behavior is defined as any type of activity that would interrupt, in a negative manner, the normal flow of information exchange. Such conduct will not be tolerated because it interferes with the financial and educational investments of other students. Students that exhibit such unacceptable behavior will be asked to leave the discussion forum, and their future presence as a member of the class will come under the review of an officer of the University.

FINAL GRADING STANDARDS: This is a graduate level course and you are expected to perform accordingly. Meeting the requirements in an average manner will result in a "C" as the final grade. Better than average effort and execution will result in a "B". An "A" is reserved for those students who demonstrate exceptional creative development, application, innovation, effort, and an in-depth understanding of process. That being said, I should also remind you that a "C" is a failing grade for a graduate student. Failure to complete any of the required components of your grade with an average or better effort will result in a "D" or an "F" as your final grade.

GRADING: Your grade is based on your completed projects, and your participation in the course. The three projects are worth 75% of your grade, and your participation is worth 25%. There is no provision for extra credit.

After submitting each assignment you will get feedback from the instructor and your peers. Students are encouraged to rework all projects based on the feedback given during critique, and may resubmit the project for re-evaluation. The goal of doing an assignment is to learn, and learning requires applying feedback instead of just moving on to the next task. This reworking of the project provides the opportunity to improve the grade as well as the quality of work the student produces and their understanding of the relevant concepts and techniques. Your assignment will not receive a final grade until you decide it is done, though the instructor reserves the right to apply diminishing returns to multiple submissions.

INCOMPLETE: A grade of incomplete may be granted to students who have suffered serious illness during the academic term, resulting in failure to complete all assignments by the end of the quarter. Proper documentation is required and must be attached to the petition for a grade of incomplete. A student who has missed over 25% of the course may not be eligible for an incomplete. Please contact your instructor as soon as you believe there may be an issue that could interfere with your ability to complete the course.

ACADEMIC HONESTY: Academic honesty is expected. Any act of academic dishonesty will result in zero points awarded for the assignment or exam, probable failure of the class, and referral of the offending student to an officer of the University for disciplinary action. Examples of academic dishonesty include the use of materials from past assignments, the use of materials without proper citation or attribution, and the use of materials from assignments that are being submitted for credit in other classes.

STUDENTS WITH DISABILITIES: If you have a disability for which you may be requesting an accommodation, please contact Ann Smith, Coordinator of Services for Students with Disabilities (207) 581- 2319, or ann.smith@umit.maine.edu as early as possible in the term.

Timeline

PHASE 1: Introduction to Video Production

Topic 1.01 Introducing Video

- ▶ Videos: Intro to Video 1, Analyzing Video
- ▶ Analyze one of the listed videos, post & respond as directed.
- ▶ Reading: Shop Class as Soul Craft, Intro & Chapter 1

Topic 1.02 Introduction to Premiere

- ▶ Videos: Intro to Premiere Interface, Intro to Projects in Premiere
- ▶ Analyze material listed, post & respond as directed.
- ▶ Reading: Shop Class as Soul Craft, Chapter 2

Topic 1.03 Basic Editing Skills

- ▶ Videos: Intro to Editing in Premiere
- ▶ Complete an edit to the provided audio track. Post & respond as directed.
- ▶ Reading: Shop Class as Soul Craft, Chapter 3

Topic 1.04 Creating Visual Stories

- ▶ Videos: Introduction to Film Production, Introduction to Scripts & Storyboards
- ▶ In-camera editing project. Post & respond as directed.
- ▶ Mid-term project assigned: Script & Storyboards
- ▶ Reading: Shop Class as Soul Craft, Chapter 4

PHASE 2: Techniques of Video Production

Topic 1.05 Audio Mastering

- ▶ Videos: Introduction to Audio Mastering
- ▶ Make adjustments to provided audio tracks. Post & respond as directed.
- ▶ Reading: Shop Class as Soul Craft, Chapter 5

Topic 1.06 Editing Sound on Tape Footage

- ▶ Videos: Working with SOT clips, Editing B-Roll
- ▶ Complete 1 minute edit using provided clips. Post & respond as directed.
- ▶ Reading: Shop Class as Soul Craft, Chapter 6

Topic 1.07 Critical Viewing

- ▶ Videos: Critiquing Video
- ▶ Analyze material listed, post & respond as directed.
- ▶ Mid-term project due
- ▶ Reading: Shop Class as Soul Craft, Chapter 7

Topic 1.08 Audio Production

- ▶ Videos: Recording Audio, Designing Audio
- ▶ Analyze material listed, post & respond as directed.
- ▶ Final project assigned
- ▶ Reading: Shop Class as Soul Craft, Chapter 8

PHASE 3: Finishing Strategies for Video Production

Topic 1.09 Transitions

- ▶ Videos: Introduction to Audio & Video Transitions
- ▶ Apply transitions to provided sequence. Post & respond as directed.
- ▶ Reading: Shop Class as Soul Craft, Chapter 9

Topic 1.10 Filters & Effects

- ▶ Videos: Introduction to Filters and Effects
- ▶ Recreate sequence examples using filters and effects. Post & respond as directed.

Topic 1.11 Text & Titling for Video

- ▶ Videos: Text Tools in Premiere, Creating Titling Sequences
- ▶ Design titles for provided sequence. Post & respond as directed.

Topic 1.12 Critical Analysis

- ▶ Videos: None
- ▶ Rough cut of final project due. Post & respond as directed.

Topic 1.13 Preview of Video 2

- ▶ Videos: Video 2 Preview

Topic 1.14 Preview of Motion Graphics 1

- ▶ Videos: Motion Graphics 1 Preview

Topic 1.15 Critical Analysis of Final Project

- ▶ Final version of project due. Post & respond as directed.