LA Mission College

Course: MM 610 Introduction to Digital Video, Section 3378 Tuesdays, 5:45—10:00
Instructor: Deborah Diehl
Office Hours: 5:15-5:45 pm on Tuesdays

Interactive Information: http://moodle.lamission.edu
We'll use moodle to update information and as an interactive communication hub.

Class Website: www.spindizzy.weebly.com
The website will be used to general materials post articles, forms and production materials, and links to other sites.

Email: debld@sbcglobal.net
Please keep emails to emergency information and issues that cannot be addressed at the next class. If you do email, **please put "Mission 610" in the subject line**.

Adds and Drops: Instructors are not to drop students from classes, therefore **it is your responsibility to drop yourself** from the class rooster. If you need to drop the class for any personal reason, please drop it through admissions, otherwise **you will be given a grade and possibly have a "Fail" on your transcript.**

Last day to DROP classes **WITHOUT a "W"** (online) **September 9, 2012**
Last day to DROP class **WITH a "W**" (online) **November 18, 2012**

Required Texts: There are no required texts for this class, although a companion book Final Cut Pro 7, by Diane Weynard is highly recommended. Final Cut Pro: Editing Professional Video, Weynand, ISBN-0321-18649-

Required Materials:
  •**Notebook**
  • **Mini dv tape unless you are working on a tapeless camera of your own. Sony recommended.**
  • **External *fire wire* (not usb) hard drive, Mac compatible**, 200 gigs or more, mac capable.
      If you are unable to purchase a Hard Drive, please see me.

Courtesy Guidelines for In-class and email communication: Multimedia classes and labs require group interaction and collaboration.   Generally, our classes are fun and lively because our students treat one another with respect. Raised voices, name-calling or threats will not be tolerated. If you have a problem with another student or the instructor, please approach that person calmly and directly with that person with ideas for positive solutions and compromise. If the problem cannot be solved in that way, there are other resources on campus, such as Student Services staff, who may be able to help you.

Email Etiquette: Please use the following in email correspondence: appropriate language; a greeting ("Hello" "Dear"); and a sign off ("Sincerely", "Regards").

No text-messaging and phone calls during class.

Laptops are allowed for class work and note-taking only.

Attendance: Each assignment is designed to lay a foundation for the next, so attendance is mandatory and is worth 20% of final grade. I keep track of participation in all group assignments and late arrivals/early departures. If classes are missed, it is the student's responsibility to get notes or information from other students in the class. If you know you will have a problem getting to please let me know in advance.

Recommended Co-requisites:
Multimedia 600 (Story, Script and Screen)
Multimedia 620 digital audio (Digital Audio)
Multimedia 500 Lab: You may come in ANY time the labs are open.

Course Description: This is an introductory course emphasizing the technical and creative aspects of digital video production. Professional techniques and production values are stressed. Students work on several small video projects to acquire digital production skills.

Learning Outcomes for Multimedia
Students who pursue a Multimedia degree, certificate, or skills award will:

1. Examine & describe media art through interpretation of individual art works in a global context
2. Analyze and articulate the visual and conceptual components of a digital art work
3. Comprehend and incorporate terminology appropriate to the disciplines of Art and Multimedia
4. Apply principles of fine art, such as composition and color theory, to the process of creating Multimedia projects
5. Integrate fine art techniques and computer applications in the creation of digital work
6. Create work across a broad spectrum of digital media utilizing the appropriate tools, which are determined through problem solving
7. Synthesize knowledge and skills acquired in different classes in the creation of complex projects
8. Place one's digital projects within a contemporary context
     Develop an individual style within the medium

STUDENT LEARNING OBJECTIVES:
Content Knowledge**:** Upon successful completion of this course, a student will be able to:

1. Identify and apply appropriate terminology to production processes.
2. Demonstrate competent camera work.
3. Demonstrate basic technical knowledge of editing programs.
4. Analyze and discuss visual and conceptual components of digital artwork.
5. Create a completed video that demonstrates structural, compositional and editorial decisions in relationship to an artistic concept.

Computer applications and equipment: Access to equipment is limited; for this reason, and because of the time-intensive process of video production and editing, **you will need to be very organized and conscientious in the planning and management of your time.** Digital cameras, lights and microphones will be available for checkout only after students have signed the equipment contract. Please refer to the *Equipment Policy handout* for details on camera checkout.

Student Responsibilities: Students are responsible for all equipment that they check out. Make sure that all equipment is present, complete and in working order BEFORE you check it out or begin editing. All problems or missing parts must be reported prior to using equipment. Damage or loss of equipment during use should be reported immediately. Charge batteries before returning cameras, or set the charger up upon return. Failure to return or maintain equipment impacts your peers significantly. Failure to return equipment on time will result in a fine and possible suspension of privileges

Guidelines for Shooting on Campus: If you intend to shoot anywhere on campus, you need to get permission from the Campus Police. You can download the Shooting on Campus Form from the spindizzy website and drop it by the Sheriff's office.   That will give them the dates and times when you intend to shoot so they are aware and don't disrupt your shoot. During class time I will give your shooting group a slip for campus clearance.

Lab: Your success as a video maker this semester will be dependent upon the amount of time that you dedicate to the course throughout the entire semester. **All students should enroll in Multimedia 500, a one-unit course that gives students lab access.** Enroll at break.

Students with Disabilities
Students with disabilities who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the course instructor. If a student with a disability feels modifications, special assistance or accommodations offered are inappropriate or insufficient he/she should seek the assistance of the Director of Disable Student Services on campus.

Evaluation and Grades:
Students will complete one technical quiz and three projects that are graded according to a Learning Rubric.

Assignments/Projects	
Visual Diary	15%
Time and Space	20%
Free Individual Project	20%
Final Group Project	18%
Peer Review Group Project	10%
Attendance and Participation	17%
	100%

In-class assignments are designed to reinforce class material and therefore, attendance and participation are mandatory and part of your grade.   Late assignments or projects will drop one letter grade for each week late. **Your individual projects should be exported as a Final Cut Pro movie and saved to the faculty hard drive before critique screenings**.

Extra Credit: Extra Credit is just that: It is credit for completing class projects PLUS doing additional work, *not instead of it.* There are 2 ways you can get extra credit:
1. Editing of Horror Sequence for your group
2. Re-cutting a project after receiving class feedback

Class	Assignments/IN Class Exercises	In-class screenings and Demos	Topics	%Grade /Dates
1 8/28	In-class Shoot: Chain camera	Going over the cameras- what you already know.	·Syllabus ·Checkout policies, facility use, student responsibilities	
2 9/4	**DUE: Your email to me** **debld@sbcglobal.net** In class: **Edit with Provided Media**: Gunsmoke /Nature Footage	Demos with FCP	•Intro to Mac Final Cut Pro •Program layout &System Setup •Intro to Mac Desktop *Programs Paths *Basic Editing •Protecting Your work	
3 9/11	**Edit music video** with footage from week 1 and provided material.	Demos with FCP Visual Diaries Screen: Fredrich , Bird, Pink, Sherman's March	More on Final Cut: Tools, filters, transitions, audio, Edit , text, music. Storytelling Techniques	
4 9/18	Log and Capture as a group.	Screen stills and video Screen : Welles, Campion, Jarmusch, Polanski, Lynch	Basics of Cameras Tech •Focus •Aperture *shutter *color balance LOG CAPTURE	

5	9/24	**DUE: Visual Diary** (30 sec. -2 minutes)	Critique: Visual Diaries	Shooting TIps Saving Review and data backup *Compression	**15%**
6	10/2	**A**vailable light		The Expressive Camera •More on Lenses & Perception •depth of field •moving camera	
7	10/9	**In-Class Shoot: Shoot for Continuity Exercise**	Screen: Examples Classical Editing Continuity	Classical Continuity Editing •Shooting to Edit •180 Rule/Axis Action •Cutting on Action	
8	10/16	**Group cuts continuity**	Screen: Editing examples	Editing with Intention Key frames, motion effects and scale, Tracking Lost Images Compositing keyed images •Keying and mattes	
9	10/23	**DUE: Time & Space (30 sec. -2 min)**	**Production Processes**	•Color correction •Basic Audio and mics	
10	10/30	**Lighting Tableaus**	Screen: Lighting examples	Introduction to Lighting •3 point lighting *Expressive Techniques •Equipment and Safety	**20%**
11	11/6		Plan and Storyboard Horror Sequences Tour of Celtx	Intro to Scriptwriting •Pre-production Processes and forms •Overheads	
12	11/13	**DUE: Final Ind. Project** (30 sec. -5 minute)			
11/	11/20	**Workshop Night: Shooting Final Projects**	Editing Personal Projects Critique Horror Sequences	•Preproduction and planning Urban Legend	**20%**
14	11/27	Workshop Night: **Shooting** for Final Projects			
15	12/4	Workshop Night: **Shooting/Editing** for Final Projects			
16	12/11	**Group Urban Legends (15) Screening and Peer Review (10)**	**NO LATE PROJECTS accepted.**	Export the final project as a self-contained QT movie. **Upload QT movie to the designated folder on the server.**	**18%**
				Peer Rubrics	**10%**
				Participation (5) and Attendance (12	**17%**

100%

Late assignments or projects will drop one letter grade for each week late.

Individual Assignments: *Please stay to the guidelines on length!* All editors must work within time limits. If your piece goes over by a few seconds, fine, BUT it may not go over by 30 seconds or your grade will suffer. You may turn in a piece that is significantly *under* the limit, as long it is thoughtful and polished.

Visual Diary: 30 seconds-2 minutes in length. 15 points. This project will be graded on how well a student demonstrates a basic understanding of shooting, capturing, editing and outputting digital video. **Restrictions**: This piece should be primarily visual in nature. Do not rely on audio (music) to deliver the story or idea. No music with lyrics. No sync narration ("This is my room, here is my dog…".) These pieces **do not have to be about you**. They can be a study of something in your world, things you see everyday **but they must be based on an idea or tell a story. Delivery: SD footage to server. HD footage on a screener dvd (not a QT).**

Video Diary 15 points

Video	3	2	1
Camera work	Consisntent: Video movement is smooth and in focus. All shots are focused.	Movement and focus generally good, but lacks consistency.	Video movements skaky/focus generally poor and/or inconsistent.
Exposure/white balance	Video image is both consistently exposed and white balanced.	Video image is consistently exposed OR white balanced.	Video image is inconsistently exposed or white balanced.
Structure	Structure is clear with a clear In and Out, and builds to a climax, twist or delivery of idea.	Structure is generally clear. Has an clear In and Out, and generally works to build to a climax, twist or delivery of idea. A few tweaks needed.	Structure is unclear and/or does not relate to concept. Unclear In or Out, or does not build to a climax, twist or delivery of idea. Major revision needed.
	2	1	0
Visual in nature	Primarily visual in nature. Does not rely on audio track o to create structure.		Uses sync sound and/or relies on audio track/lyrics to create meaning and structure.
Format	Project delivered to QT format and posted to server before class. (2 points)	Projects delivered in self-contained format (from disk or hd)	Projects NOT delivered in self-contained QT format. (0 points)
Time constraints	Video that is clearly structured and under, or right on time limit.	Goes over time limit by 15 or more seconds	Piece that goes over the time requirements by30 or more seconds
	TOTAL POINTS		/15

Time and/or Space Montage Sequence: 30 seconds -2 minutes total in length.
20 points. This project will be graded based on how well student applies editing techniques to communicate an idea or story through juxtaposition of images. The story or idea must be based of the themes of space and/or time. **Restrictions**: No sync sound.

Time and Space 20 points

Time and Space 20 points

	Exemplary	Acceptable	Unacceptable
Video	3	2	1
Camera work/Composition	Video movement is consistently smooth and in shots are in focus. Strong compositions.	Movement and focus generally good, but lacks consistency. Generally strong compositions, a couple that are off.	Video movements shaky/focus generally poor and/or inconsistent. Composition is very inconsistently strong.
Exposure/White Balance	Video image is both consistently exposed and white balanced.	Video image is consistently exposed OR white balanced.	Video image is inconsistently exposed or white balanced.
Motivated Edits	Edit points are all motivated and reflect techniques discussed in class. Effects and transitions are thoughtfully and flawlessly applied.	Edit points are generally motivated. Effects and transitions are thoughtfully and flawlessly applied. A few tweaks needed.	Incomplete project or generally unmotivated. Major work needed.
Structure (4 Points)	Structure is clear with a clear In and Out, and builds to a climax, twist or delivery of idea.	Structure is generally clear. Has an clear In and Out, and generally works to build to a climax, twist or delivery of idea. A few tweaks needed.	Structure is unclear and/or does not relate to concept. Unclear In or Out, or does not build to a climax, twist or delivery of idea. Major revision needed.
Audio	Dialogue, Narration, Music and Sound effects are uniquely employed and excellently executed in service to concept or idea.	Dialogue, Narration, Music and Sound effects are selected and crafted in service to concept or idea, and are well-executed.	Dialogue, Narration, Music and Sound effects are not selected and/or crafted in service to concept or idea, or poorly executed.
	2	1	0
Time constraints	Video that is clearly structured and under, or right on time limit.	Goes over time limit by 15 or more seconds	Piece that goes over the time requirements by30 or more seconds
Relates broadly to theme Time and/or Space	Uses concepts of Time and or Space to create meaning and structure. Does not rely on dong lyrics Project thoughtfully applies concept to assigned theme and structure.	Generally uses Time and/or Space but relies on R lyrics to create meaning and structure.	Does not relate to Time and or space to create meaning and structure. Relies on lyrics to create meaning and structure.
	TOTAL POINTS		/20

Final Individual Project: **30 seconds – 3 minutes in length.** The theme or topic of this project is of student choice. This project will be graded based on how well student applies production and editing techniques to an artistic concept. No restrictions, just work for the best production values.

Final Individual Project 20 points

Video

	3	2	1
Camera work/Composition	Video movement is consistently smooth and in shots are in focus. Strong compositions.	Movement and focus generally good, but lacks consistency. Generally strong compositions, a couple that are off.	Video movements shaky/focus generally poor and/or inconsistent. Composition is very inconsistently strong.
Exposure/White Balance	Video image is both consistently exposed and white balanced.	Video image is consistently exposed OR white balanced.	Video image is inconsistently exposed or white balanced.
Motivated Edits	Edit points are all motivated and reflect techniques discussed in class. Effects and transitions are thoughtfully and flawlessly applied.	Edit points are generally motivated. Effects and transitions are thoughtfully and flawlessly applied. A few tweaks needed.	Incomplete project or generally unmotivated. Major work needed.
Structure (4 Points)	Structure is clear with a clear In and Out, and builds to a climax, twist or delivery of idea.	Structure is generally clear. Has an clear In and Out, and generally works to build to a climax, twist or delivery of idea. A few tweaks needed.	Structure is unclear and/or does not relate to concept. Unclear In or Out, or does not build to a climax, twist or delivery of idea. Major revision needed.
Audio	Dialogue, Narration, Music and Sound effects are uniquely employed and excellently executed in service to concept or idea.	Dialogue, Narration, Music and Sound effects are selected and crafted in service to concept or idea, and are well-executed.	Dialogue, Narration, Music and Sound effects are not selected and/or crafted in service to concept or idea, or poorly executed.
Time constraints	Video that is clearly structured and under, or right on time limit.	Goes over time limit by 15 or more seconds	Piece that goes over the time requirements by30 or more seconds
	2	1	0
Relates broadly to theme Time and/or Space	Uses concepts of Time and or Space to create meaning and structure. Does not rely on dong lyrics Project thoughtfully applies concept to assigned theme and structure.		Does not relate to Time and or space to create meaning and structure. Relies on lyrics to create meaning and structure.
	TOTAL POINTS		/20

Urban Legends Group Project
This last project is a class favorite. In it you will get to do a narrative production with a production team. **You will be graded in two ways.**

1. Project Quality: The project is graded and everyone receives up to 15 points for   the quality of the project. Each person in the team receives the same grade for the overall project rubric.

2. **Individual Performance and Work Skills:** Each crew member's job performance is evaluated by their team members. I will collect all the evaluations for each person and average the rubric numbers to arrive at a grade. Each person will receive an individual score based on the averages.

TEAM PROJECT RUBRIC
Total **18 points Each Team**
Member   **GROUP**:

	Consistent high quaility & thoughtful appliction doesn't take us out of story. Just small tweaks needed (3 pts)	Generally good, but inconsistent /not thoughtful application . Much Tweaking needed (2)	Poor and/or inconsistent Quality. Takes us out of story. Overhaul needed (1)	
Framing, Compostion & camera work (incluing color balance and exposure)				
Mise En Scene and Lighting: Well-crafted in service to mood and story				
Shot Coverage and Diversity: match action, screen direction in tact				
Editing: Motivated, clean cuts/ story well-paced, no jump cuts, shot variety				
Story strength: Well structured (Include Hook, TP & climax) and easy to follow				
Audio clean and clear and well mixed with music/sfx				

TOTAL   /18

Individual Team Member Skills Rubric. Because video/film production, is a collaborative medium, in addition to creative and technical skills, solid team work skills are imperative. This rubric is to help you become aware or improve your performance as a team member.

Individual Team Member Skills

Name of Crew Member being scored: _____

Averaged for Individual 10 points 2   1   0   Person who is scoring the Above: _____

	Always! Super Job	Generally/Decent Job	Rarely or Never/Poor Job	Or perhaps they did this instead…	If you scored anyone "Generally" or "Rarely" you must give a comment.
Each team-member honored responsibilty to share his/her ideas to group and encouraged others to contribute as well. Team mates were respectful of others' ideas. He/she accepted or rejected ideas based on merit and discussion, not on personal feelings.				Team mate talked more than he/she listened or was silent or didn't contribute. Team member was indifferent, bored or afraid to contribute. Team member dismissed or even ridiculed the ideas of others, and/or ignored their views.	
Team member talked directly with others about concerns or dissatisfaction with the group members. Used "I" statements and did not blame others for problems.				Team member was unhappy with decisions and grumbled privately afterwards. Blamed others and did not use "I" statements. Invloved in arguments/disputes with others in group (as opposed to constructively sharing difference of opinion).	
Team member knew his/her job and followed through with high quaility work. Was flexible and did their best to help the team meet goals throughout production process. Team member was concerned about his/her own performance as he/she went along, and planned or restructured with others.				Team member unsure of her/his roles and/or produced poor-quality work or did not fulfill job responsibilities. Was inflexible and/or Team member pulled out support once they felt their role was "over."	
Team member scheduled him/herself appropriately. . Team member attended meetings, shoots, editing sessions. Team member honored clear production commitments and deadlines.				Team member overcommited her/himself based on his/her schedules and other responsibilities. Group member bailed on planning meetings, shoots, editing session. Member did not honor deadlines or committments.	
Team member kept excellent communication with others. He/she informs the others of problems that might effect the group. Consulted with appropriate the team before making decisions.				Team member blew off communication with the rest of the group. Did not consult with or inform appropriate members of the group of problems he/she was encountering.	

TOTAL AVERAGE   /10