

Syllabus:

Description: This class is a continuation of P374, Computer Art and Design 2. Emphasis will be placed on digital video production and interactive DVD production. Studio 3, Cr. 3

Class meeting time: Tuesday and Thursday: 1:30pm-4:15pm. Lectures and software demonstrations will begin at 1:45pm.

Contacting the professor:

Visual Arts Building, Room 223

Email: brewerb@ipfw.edu – best method of making an appointment.

Office Phone: 260 - 481- 6943 Office hours: Wednesday: 10:00 am – 12:00pm and 2:00pm – 4:00pm.

Additional times are available by appointment.

Objectives and Goals:

After this class students should:

- Understand the basic concepts of digital video
- Have a comprehensive understanding of one video editing software (Adobe Premiere)
- Gain experience with designing interactive menus and know how to create a “packaged” DVD
- Be able to efficiently make “back-ups” of work.
- Gain experience with discussing your own artwork and effectively critiquing the work of others.

Upon completion, Students will be able to:

- Shoot video with different types of video cameras; tape and hard-drive, standard and high-definition
- Import various type of video footage and graphics into editing software
- Possess a basic understanding of video editing including sound, transitions, effects, and titles
- Export video and graphics to different file types including DVD and on-line sources
- Produce a DVD with accompanying menus
- Use and borrow video equipment from various IPFW sources

Materials needed for this class:

1. Notebook for recording journal entries
2. 3-ring binder or folder for organizing class notes
3. Earphones for editing sound
4. USB or Firewire 800 external hard drive or DVD- R’s for backing up and saving your work. (You may save your work on the VCD server and/or the desktop of each machine. However, you need to be responsible for having current copies of your work)
5. mini DV tapes (digital video tapes) –(If using Channel 5 cameras, tapes must be Sony brand)

Saving Computer Files:

- Graphic software has a tendency to “freeze” or “crash”. Get in the habit of saving your work every 10 minutes.
- Burn back-up DVD’s of your working files on a regular basis. It’s better to spend money on DVD’s than have to re-shoot a scene.

Grading Scale

A+ = 100-98% A=97-94% A-=93-90%
 B+ = 89-87% B=86-83% B-=82-80%
 C+ = 79-77% C=76-73% C-=72-70%
 D+ = 69-67% D=66-63% C-=62-60%
 F= below 59%

1. **Assignments:** There are 3 assignments and each will be reviewed in a class critique. Together they will make up 80% of total grade.
 - Evaluation of the assignments will be based on presentation, technical skills, originality and creativity.
 - You may not work on your assignment during critique. If your assignment is incomplete on the date and time of critique, your final grade on the assignment will drop 10 points each class meeting date pass the deadline.
 - **Attendance & tardiness for critiques:** To view the video assignments in the best manner, the video files must be loaded onto the “teacher’s station” or on the VCD server in the lab. Viewing the video for critiques will start at 1:45pm. However, you must have your files turned in by 9:00am of the critique date. (“Turned in” means, loaded onto the teacher’s station, given to me on DVD, or added to the server)

Critiques for the 2nd and 3rd assignments are spread over multiple days. You are required to attend all critiques, even if you are not showing your work.

- **Participation in critiques:** Students are expected to actively and respectfully participate in the review of classmates' work. Students should give opinions of how the assignment meets the criteria and offer suggestions for improvement. This syllabus contains a list of technical aspects to be used for points of discussion. If you choose to not participate with any discussions pertaining to the critique, the grade for your own work will be lowered.
2. **Journals:** 10% of total grade
 - This assignment is to increase your conscious viewing of video, film, and interactive pieces. In a notebook (type of your choosing) make at least 2 entries per week. Briefly describe the piece (feature film, independent film, commercials -local or national, movie trailer, television show, or interactive menu). Then using the list of “technical aspects for critique” write down your opinion and observations.
 3. **Overall attendance and Civility:** 10% of total grade
 - Each lecture covers a different area of technology and will begin at 1:45 (after attendance is taken). I will take attendance on lecture, independent video viewing, and critique days. Arriving at class after the lecture will be counted as an absence. Class times marked as “workday” on the calendar are to be used at your discretion for developing your video or interactive pieces.

- I will try to cover the material in an efficient manner. Please ask questions if you do not understand something in the lecture. I will post notes and assignment requirements on www.benitabrewer.com. However, if you miss class, you need to obtain the information pertaining to that class from a classmate.
- If you are struggling, ask questions during the demonstrations, ask for help during work time, and/or make an appointment with me for help outside of class time. If you think I'm going "too fast" during a demonstration, please speak up and ask me to slow down.
- **Distracting behavior: Any actions that distract from the focus of the lecture or student presentation and critique are forbidden.** These actions include sleeping, emailing, web surfing, working on other class assignments, editing your project, gaming, using any communication devices (PDA's, MP3 players, cell phones, network "chat" systems), and/or sustaining lengthy conversations on subjects not concerning the lecture. Because these actions are so distracting and disrespectful you will be given one warning and then I will subtract points from your grade without further disrupting the class.
- I do encourage you to participate during software demonstrations. In this lab unfortunately that means students must turn their back to the screen and instructor at times. Participating in software demonstrations means following along using the appropriate software. It does not mean working on assignments, surfing the web, texting, playing music, or chatting with your classmates.
- During 'work-time' you may listen to music using earphones. However, please take any cell-phone conversations out of the lab. Breaks during 'work-time' are at your discretion.

Class cancellation procedures: In case of the cancellation of a class session,

- I will modify the courses syllabus to cover relevant topics. Canceled classes will not be made up
- I will try to send an email to students through OASIS. Please update your email in OASIS, you may have this address forwarded to another email address.
- The VCD office will be notified and a sign will be hung on the class door

The Lab:

- Always leave the lab in better shape than you found it. Dispose of your trash before leaving.
- Do not steal. Turn in any equipment (cameras, USB drives, DVD's) that you find to the VCD office.
- As students you are not allowed to move or disconnect peripheral equipment from machines (speakers, scanners, etc). You are also not to use the projectors for entertainment purposes.
- No food is to be consumed in the computer labs
- No cell phone use in lab – take your conversation outside to the hallway.
- No surfing the internet, texting, answering the phone, etc during lectures or critiques. Its rude, disrespectful, and whatever it is can wait.

University policies and ethical guidelines: I will adhere to all University policies and ethical guidelines for computer users. Students are expected to be familiar with and adhere to these policies. You must have a signed copy of the *University Policies and Ethical Guidelines* in your file in the VCD office to use the labs.

University Ethical Guidelines for computer use:

University computer resources are designed to be used in connection with legitimate, university-related purposes. The use of university computing resources to disseminate obscene, pornographic, or libelous materials; to threaten or harass others; or otherwise engage in activities forbidden by the Code is subject to disciplinary action as specified in the Code.

Diversity and nondiscrimination: Statement from the IPFW Student Handbook:

“IPFW is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the university seeks to develop and nurture diversity. The university believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. IPFW prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a disabled or Vietnam-era veteran.”

Disabilities Statement:

If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the web site for SSD at <http://www.ipfw.edu/ssd/> .

Information Technology Services Help Desk KT 206 481-6030 www.its.ipfw.edu/helpdesk -

Information on all aspects of computing at IPFW; hardware and software support (including Blackboard Vista 4); student e-mail accounts

VCD Technology help: Tim Sewell: sewetm01@ipfw.edu – help with your VCD log-in or to report problems with VCD computers.

Dean of Students office Walb 111 481-6601 www.ipfw.edu/dos/ - student health insurance, mentoring, grade appeals; free short-term personal counseling and support

Students called for military duty

If you are a student in the military with the potential of being called to military service and /or training during the course of the semester, you are encouraged to contact your advisor immediately.

Jan 12 <ul style="list-style-type: none"> • Introductions, expectations, syllabus 	Jan 14 <ul style="list-style-type: none"> • Shooting exercise
Jan 19 <ul style="list-style-type: none"> • Introduction to Premiere Pro • logging the tape into the computer • transferring HD files • storyboarding, editing & transitions • burning back-up DVD's 	Jan 21 <ul style="list-style-type: none"> • Adding titles & text • exporting: QuickTime • Working with Photoshop • Further editing techniques • Adding audio
Jan 26 <ul style="list-style-type: none"> • College Cable Access Channel 5 – camera workshop 	Jan 28 <ul style="list-style-type: none"> • Studio M - equipment workshop
Feb 2 <ul style="list-style-type: none"> • Work day 	Feb 4 <ul style="list-style-type: none"> • critique of 1st project
Feb 9 <ul style="list-style-type: none"> • independent meetings with Benita to discuss 2nd project 	Feb 11 – no class – College Art Association conference <ul style="list-style-type: none"> • work day
Feb 16 <ul style="list-style-type: none"> • Viewing of past student work • viewing of independent video 	Feb 18 <ul style="list-style-type: none"> • work day • March 19th – last day to withdrawal
Feb 23 <ul style="list-style-type: none"> • Journals turned in for review • Deadline for signing up for critique date • Exporting to different file formats • Creating DVD's 	Feb 25 <ul style="list-style-type: none"> • work day
Mar 2 <ul style="list-style-type: none"> • College Cable Access Channel 5 – lighting workshop 	Mar 4 <ul style="list-style-type: none"> • work day
Mar 9 –spring break	Mar 11 – spring break
Mar 16 <ul style="list-style-type: none"> • critique of 2nd project 	Mar 18 <ul style="list-style-type: none"> • critique of 2nd project
Mar 23 <ul style="list-style-type: none"> • independent meetings with Benita to discuss 3rd project 	Mar 25 <ul style="list-style-type: none"> • work day
Mar 30 <ul style="list-style-type: none"> • Adobe After Effects 	Apr 1 <ul style="list-style-type: none"> • work day
Apr 6 <ul style="list-style-type: none"> • viewing of independent video 	Apr 8 <ul style="list-style-type: none"> • work in progress – consult with Benita on progress of project
Apr 13 <ul style="list-style-type: none"> • Deadline for signing up for final critique date 	Apr 15 <ul style="list-style-type: none"> • work day
Apr 20 <ul style="list-style-type: none"> • Journals turned in for review 	Apr 22 <ul style="list-style-type: none"> • work day
Apr 27 <ul style="list-style-type: none"> • critique of final project 	Apr 29 <ul style="list-style-type: none"> • critique of final project
<ul style="list-style-type: none"> • May 3 - 7 last date to submit work for this semester	

List of Assignments:**Assignment #1**

By end of class on Thursday, January 14th, please have recorded on tape 1-4 minutes of something. On Thursday during class time, we will be using video cameras to record (take outside, record a monologue, the hallways, the campus, etc.) On Tuesday, January 19th, the class will have access to the recorded video divided into usable "clips".

Using Adobe Premiere compile a 1 -5 minute video using the footage. Have fun, be inventive, and try to develop a theme, an opening shot, and a closing shot. Include titles and credits for the work. The class will view this assignment in the first critique.

Assignments #2 and #3

Pick from the list (or if you have your own idea about a project, please come see me and discuss it.)

Assignment #2: The critique will be spread over 2 class periods. You should sign up for your desired date for showing your work on the list hung on the door of VA 223 (Benita's office). You need to attend both critiques though.

Assignment #3 will have a "work in progress" critique and a "final" critique. Both critiques will be spread over 2 class periods. You should sign up for your desired dates for showing your work on the list hung on the door of VA 223 (Benita's office). You need to attend all the critiques though.

List of Assignments:

1. Develop a video in the style of another video artist.
2. Develop a video based on an event (sporting event, birthday party, wedding, visiting artist lecture, art opening, etc) Try to develop the video universal with a wide audience in mind. Think "why would a stranger want to watch this event".
3. Develop a video based on the "day in the life of" (a dog's life, a fish's life, a professional of some kind, a parent, a plant, a bug, etc)
4. Conduct a short interview with hero, guest speaker, relative – get them to talk about a subject important to them or something that is important to document.
5. Develop a video portrait of a neighborhood. (place of employment, zoo, museum, mastodons, historical place, restaurants, church, graveyard)
6. Develop a narrated piece – a book reading or play
7. Using found pieces (video, graphics) develop a video – give it some subject.
8. Develop a scene from a larger movie or project – re-create a scene from your favorite movie. You may create a movie trailer, usually 30 – 60 seconds in length. However, your "trailer" should be

very different from any previously released professional trailers. A trailer can also have a different spin than the movie, for instance turning “The Shining” into a father/son movie.

9. Develop a video about a subject that you are devoted to. – “murder-ball”
10. Develop a video using your own work - 3-d, graphics, or animation.
11. Develop a DVD menu or website that uses video. (The DVD menu usually is not an assignment in itself but rather part of one of the other suggestions listed.)

Guidelines for Video content for Assignments:

Material should be appropriate for 400 college-level class and addition to student’s portfolio. Material should be rated PG13 or less. Derogatory or obscene language is prohibited. Any violence or insults depicted may not be aimed at any specific group such as race, religion, gender, or sexual orientation. Mature themes may be explored but nudity, violence, horror, drug use, and sex scenes should be minimal or non-existent and be relevant to the story line.

Assignments not conforming to the guidelines will not be accepted for grading purposes and cannot be “made up” for additional credit. If in question, please have Benita Brewer review the material before the critique date.

Material that is to be published or shown to the public in such places as (but not limited to) cable television, network television, internet, and theaters must have model release forms signed.

Technical Aspects for Critique

When viewing your peers' work, look at the following things.

Video:

- Overall quality (graininess, light quality)
- Overall length of video
- Opening shot (pique your interest?)
- Closing shot (what impressions are you left with?)
- Scenes (would you omit, shorten, or lengthen?)
- Camera angles (how close is camera to the subject? is the angle interesting or distracting?)
- White balance (overall and consistency between scenes)
- Cuts
- Transitions (speed, type, consistency)

Sound

- Overall quality
- Overlays (how does the background music or sound mix with the foreground sound?)
- Transitions
- Volume
- Speech (diction, slurring, male vs. female)
- Use of sub-titles

Text

- Font, color, and size
- Time on screen – readability
- Placement –hierarchy of information, within title safe area

Titles

- To many vs. too few
- Font and color match the “feeling” of the video
- Placement on screen
- Time on screen

Interactive DVD Menu

- Hierarchy of information
- Usability (intuitive)
- Colors, fonts, graphics match information presented

Class participation also includes peer critique sessions. You need to “be there” for each other; your insights are valuable, as others' insights are valuable to you and your work. This class will often take the form of a workshop, and if you do not attend and contribute, you will have a great deal of difficulty passing the course.