

# ITP 411: Multimedia and Video Production

<b>Course</b>	<b>Multimedia and Video Production</b> <i><a href="http://blackboard.usc.edu">http://blackboard.usc.edu</a></i> <i>Spring, 2016</i> <i>3 Units</i>
<b>Lecture/Lab</b>	Monday from 9:00 AM - 11:50 AM in <b>OHE-540</b>
<b>Instructor</b>	<b>Larry Jordan</b> larry@larryjordan.com      (818) 519-2183
<b>Teaching Asst.</b>	(TBA) <i>Email:</i>
<b>Office Hours</b>	<b>MONDAY</b> , from 12 PM to 2 PM <i>Location: TBA</i>
<b>Open Labs</b>	OHE-540 and OHE-542 <i>(Times will be posted after the semester starts)</i>
<b>Summary</b>	<p>This course can change your life! The purpose of this course is to provide an overview of creating images, audio and video for the web - with a focus on video. This is not a “theory class.” This is a “get your hands dirty” class.</p> <p>Visual communication and storytelling are essential skills in the digital age. This course teaches how to think and create visually by showing how to use a variety of software and techniques to create, edit, and deliver compelling images and video.</p> <p>From creating websites to posting videos on YouTube, your ability to effectively communicate your ideas depends, in large part, on your ability to master visual communication.</p> <p>Not all of us can be artists, but all of us <i>can</i> improve our visual communication skills.</p> <p>In this survey course, you will learn how to use image and video creation software to create a variety of simple to complex visual projects, and, ultimately, present your projects to the entire class.</p>
<b>Objective</b>	Structured around a professional workflow, the purpose of this course is to learn the creative skills and technical knowledge

for producing compelling media: images, text, audio, and video; plus, interactivity.

This course will explore the use of professional-grade software to create 2D images, 2D graphics, audio, text, motion graphics, video, visual effects, and simple web design.

During the course, students will create images, posters, web menus, motion graphics, and videos. Plus, as a final project, students will author a small, interactive, multimedia web site, containing images, audio, and video. This final project will include graphics and video produced and edited by the student.

### **Content Goals**

1. To discover the art of visual communication in creating persuasive presentations and the importance of the call to action.
2. To learn the fundamentals of story-telling, structure and workflow.
3. To actually see, not just look at, what you are creating. To create work according to directions, not just what you think the directions should be.
4. To learn new creative applications

### **Grading**

Grading is based on class participation, lab completion, assignments, quizzes, and a final project.

Here's the breakdown of assignments and points:

	<i>Qty</i>	<i>Pts Each</i>	<i>Total Pts</i>	<i>Approx. % of Grade</i>
Quizzes	3	30	90	14%
Labs	11	25	275	43%
Final Project	1	75	75	12%
Assignments	4	50	200	31%
<i>Total points</i>			<i>640</i>	<i>100%</i>

Final course marks are determined by standard formulas:

A	93-100%
A-	90-92%
B+	88-89%
B	82-87%
B-	80-81%
C+	78-79%
C	72-77%

C-	70-71%
D+	68-69%
D	62-67%
D-	60-61%
F	59% or below

**Secrets to Success**

1. Read the instructions before doing the work!
2. Do the labs at the end of class, don't wait to do them later.
2. Practice seeing what's *actually* on the screen, not what you *expect* to see!

**Class Policies**

Students are expected to:

- Attend and participate in class discussions and critiques; asking questions is encouraged!
- Complete weekly labs and assignments on time
- Complete all quizzes
- Complete assignments and projects on time

**Assignments**

It is the responsibility of the student to make sure projects and assignments are turned in on time. Make sure you follow the procedures outlined in each assignment or project. All assignments will be uploaded by students through Blackboard. Some assignments will be turned in on paper.

Late projects automatically deduct 10% of the total possible points before grading starts. A project is considered late if it is turned in after the deadline, unless prior arrangements have been made.

**IMPORTANT!**

All labs and assignments must be submitted to Blackboard in order to be graded. Projects emailed to me won't count. Also, projects need to be submitted on time in order to get full credit.

**ITP Labs**

Before logging onto an ITP computer, students must ensure that they have emailed or saved projects created during the class or lab session. Any work not saved will be erased after restarting the computer. ITP is not responsible for any work lost.

ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Please contact your instructor for specific times and days for the current semester.

## **Integrity**

**Academic** The use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. It is often difficult to distinguish between a culpable act and inadvertent behavior resulting from the nervous tension accompanying examinations. When the professor determines that a violation has occurred, appropriate action, as determined by the instructor, will be taken.

Although working together is encouraged, all work claimed as yours must, in fact, be your own effort. Students who plagiarize the work of other students will receive zero points and possibly be referred to Student Judicial Affairs and Community Standards (SJACS).

All students should read, understand, and abide by the University Student Conduct Code available at:

<http://www.usc.edu/student-affairs/SJACS/nonacademicreview.html>.

## **Students with Disabilities**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Be sure the letter is delivered as early in the semester as possible. DSP is located in STU301 and is open 8:30 a.m. – 5 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

## **Required Texts**

While there are no required texts, because the span of software we are covering is too broad, the suggested reading below can be an aid in understanding the material covered in this course.

## **Suggested Readings**

### **Relevant Lynda.com online training**

#### **In The Blink of an Eye (2 Revised Edition)**

Walter Murch  
Silman-James - 2001

Students will be required to bring a Flash memory drive or a portable hard drive to **all classes**. The ITP department will provide all students with a USB flash drive on the second day of class that will contain media used throughout the course.

**Final Project**

The final project is the culmination of all the labs and assignments. In it, students present the four Assignments they have created during the course: a Photoshop image, poster ad, motion graphic, and video commercial, via a student-designed website.

The theme for the project is chosen by each student as their first lab. That theme is then expressed visually through each of the four assignments.

The final project will be presented by each student to the entire class for comments and critique. Presentation of the final project constitutes the student's final exam.

## **Interactive Multimedia Production** **ITP-411 (3 units)**

*Note: The purpose of a lab is to reinforce subjects taught in that day's lecture. Labs are designed to be completed in class. Assignments are designed to be completed outside of class. Quizzes contain 10 questions in short-answer format, completed in class.*

*Detailed information on all four Assignments and the Final Project will be handed out the first day of class. Schedules may shift during the semester.*

### **COURSE OUTLINE**

Lecture 1     Jan. 8            **PLANNING FOR THIS COURSE - WORKFLOW**  
Course introduction – what we are doing this semester  
Discussion of goals and theme for semester  
Workflow for digital projects and assets  
Media Basics: Digital Media Fundamentals.  
*Non-graded quiz: "Help Me Get To Know You"*  
*Lab #1: Due at the start of Lecture 2*  
*Topic: Set goals for semester projects*

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*Martin Luther King Holiday*

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Lecture 2     Jan. 22            **ADOBE PHOTOSHOP - INTRODUCTION**  
Intro to Graphic Production and Photoshop  
Basic tools, Selections, Layers, Effects  
Basic photo techniques  
Using the Shape tool  
Working with Text  
*Lab #2: Due at the start of Lecture 3*  
*Topic: Text and shapes in Photoshop*

Lecture 3     Jan. 29            **ADOBE PHOTOSHOP - MASKS and IMAGE REPAIR**  
Digital Image Editing  
Image manipulation and clean-up  
Drawing on a path  
Masks – what they are and how to create them  
Advanced selections  
Using blend modes  
Using filters to create special effects  
*Lab #3: Due at the start of Lecture 4*  
*Topic: Masks and photo repair*

Lecture 4 Feb. 5 PLANNING FOR VIDEO PRODUCTION  
Techniques of visual story-telling  
Controlling where the eye looks  
Video production – get ready for your commercial  
How and what to plan, how to get it all done, how to  
decide what is important and what should be left out.  
Balancing technology with story.  
Storyboarding  
The importance of emotion, reactions, and breathing  
Basics of camera angles, placement, and framing  
Basics of lighting  
Basics of production audio  
*Quiz #1 – covering first three weeks of lectures*  
*Lab #5: Due at the end of class*  
*Topic: Storyboard a dramatic scene*  
**Assignment #1: Image project due**

Lecture 5 Feb. 12 APPLE COMPRESSOR  
Fundamentals of video compression  
Optimum settings for video compression  
Compressing video for the web  
*Optional: Screen commercials*  
*Lab #6: Due at the start of Lecture 7*  
*Topic: Create a compressed video file*

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*President's Day*  
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Lecture 6 Feb. 26 APPLE MOTION (Part 1)  
Motion graphics - harnessing the power of Motion  
Creating something truly stupid  
Animating text and backgrounds  
*Lab #7: Due at the start of Lecture 7*  
*Topic: Create a motion graphic animation*  
**Assignment #2: Poster Ad due**

Lecture 7 Mar. 5 APPLE MOTION (Part 2)  
Creating movement with behaviors  
Animating a still image  
Applying effects  
Working with sound  
Drawing paths and random shapes  
*Quiz #2 – covering weeks 4 - 8*  
*Lab #8: Due at the start of Lecture 8*  
*Topic: Animate stills, add audio and video*

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*Spring Break*

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Lecture 8      Mar. 19      APPLE FINAL CUT PRO X - EDITING  
Introduction to editing digital video  
An 11-step workflow to focus your efforts  
The importance of telling a “story”  
Creating a new project, importing media  
Reviewing clips, and editing a basic story.  
*No Lab this week.*

Lecture 9      Mar. 26      APPLE FINAL CUT PRO X - TRIM AND TRANSITIONS  
The story of “John and Martha”  
The importance of reaction shots  
Improve story-telling through trimming  
Trimming clips and adding transitions  
Audio, sample rates, and human hearing  
How to add, edit, and mix audio  
*Lab #9: Due at the start of Lecture 10*  
*Topic: Edit a dramatic scene*  
***Assignment 3: Motion Graphics project due***

Lecture 10      April 2      APPLE FINAL CUT PRO X - TEXT AND EFFECTS  
Text effects  
Creating other visual effects  
Working with backgrounds  
*Lab #10: Due at the start of Lecture 11*  
*Topic: Edit another dramatic scene*

Lecture 11      April 9      CREATE A WEB SITE  
Introduction to website production using Wix  
Creating a website  
Creating a web menu  
Keys to achieving interactivity on the web  
Create a slide show  
Embed images  
*Lab #11: Due at the start of Lecture 12*  
*Topic: Create a web site with embedded video*  
***Assignment #1: Image project due***

Lecture 12	April 16	<p>FINAL CUT PRO X AUDIO &amp; ADOBE AUDITION</p> <p>The fundamentals of hearing and digital audio          Audio, sample rates, and human hearing          How to add, edit, and mix dialog, music &amp; effects          Editing and mixing a short documentary  <i>Probably no lab this week.</i>  <i>Quiz #3 – covering weeks 9 - 12</i></p>
Lecture 13	April 23	<p>HOW TO FIND AND GET A JOB</p> <p>Larry's philosophy of how to market yourself,          find a job, master the interview,          and negotiate a decent salary.  <i>Assignment 4: 30-second video commercial due</i></p>
	<b>April 28</b>	<b>All Projects due by 5 p.m.</b>
	May 7	FINAL: Final Projects screened for class