

ITP 411x: Multimedia and Video Production

Course:	Multimedia and Video Production <i>http://blackboard.usc.edu</i> <i>Spring, 2015</i> <i>3 Units</i>
Lecture/Lab:	Wednesdays from 5 PM – 7:50 p.m. in OH-542
Instructor:	Larry Jordan <i>larry@larryjordan.biz</i> <i>(818) 879-5105</i>
Class T.A.:	(TBA)
Office Hours:	Larry Jordan Wednesdays from 4 - 5 PM in OHE 530-A
Summary:	<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>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 and complex visual projects, and, ultimately, present your projects to the entire class.</p>
Objective	<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>Structured around a professional production 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.</p> <p>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.</p>

During the course, students will create sample 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	12	25	300	45%
Final Project	1	75	75	11%
Assignments	4	50	200	30%
<i>Total points</i>			<i>665</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. See 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
- Complete all quizzes
- Manage and complete assignments and projects

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.

No projects will be accepted later than one week from the due date.

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.

Academic Integrity: 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 listed in SCampus, and 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. Please 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

Final Cut Pro X: Making the Transition

Larry Jordan

Peachpit Press – 2011

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 first day of class which contains media that will be 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, presented 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.

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.

Detailed information on all four Assignments and the Final Project will be handed out the first day of class.

COURSE OUTLINE

Lecture 1	Jan. 14	PLANNING FOR THIS COURSE - WORKFLOW Course introduction – what we are doing this semester Workflow for digital projects and assets Media Basics: Digital Media Fundamentals. File formats for audio, video, images, text & animation <i>Non-graded quiz</i> <i>Lab #1: Due 9/3</i> <i>Topic: Set goals for semester projects</i>
Lecture 2	Jan. 21	ADOBE PHOTOSHOP - INTRODUCTION Intro to Graphic Production and Photoshop Basic tools, Selections, Layers, Effects Basic photo techniques Using the Shape tool Working with Text <i>Lab #2: Due 9/10</i> <i>Topic: Text and shapes in Photoshop</i>
Lecture 3	Jan. 28	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 <i>Lab #3: Due 9/17</i> <i>Topic: Masks and photo repair</i>
Lecture 4	Feb. 4	ADOBE DREAMWEAVER (Part 1) Introduction to website production Creating a website Creating a web menu Keys to achieving interactivity on the web

Create a slide show
Embed images and video
Quiz #1 – covering first three weeks of lectures
Lab #4: Due 9/24

Topic: Create a web site and web page

Assignment #1: Image project due

Lecture 5	Feb.11	PLANNING FOR VIDEO PRODUCTION 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 <i>Lab #5: Due 10/1</i> <i>Topic: Storyboard a dramatic scene</i>
Lecture 6	Feb. 18	APPLE COMPRESSOR Exporting, Compression, and Creating DVDs Optimum settings for video compression Introduction to DVD Studio Pro Building a simple DVD <i>Optional: Screen commercials</i> <i>Lab #6: Due 10/8</i> <i>Topic: Create a compressed video file</i>
Lecture 7	Feb. 25	GUEST LECTURE: Norman Hollyn Visual Story-telling <i>No lab this week</i>
Lecture 8	Mar. 4	APPLE MOTION (Part 1) Motion graphics - harnessing the power of Motion Creating something truly stupid Animating text Animating backgrounds <i>Lab #7: Due 10/22</i> <i>Topic: Create a motion animation</i> <i>Assignment #2: Poster Ad due</i>
Lecture 9	Mar. 11	APPLE MOTION (Part 2) Creating movement with behaviors Animating a still image Applying effects

Working with sound
Drawing paths and random shapes
Creating an effect for Final Cut Pro X
Quiz #2 – covering weeks 4 - 8
Lab #8: Due 10/29
Topic: Animate stills, add with audio

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| Lecture 10 | Mar. 25 | 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.
<i>Assignment 3: Motion Graphics project due</i>
<i>No Lab this week.</i> |
| Lecture 11 | Apr. 1 | APPLE FINAL CUT PRO X - TRIM AND TRANSITIONS
The story of “John and Martha”
Trimming an edit to improve story-telling
Adding transitions
<i>Lab #9: Due 11/12</i>
<i>Topic: Edit a dramatic scene</i> |
| Lecture 12 | Apr. 8 | APPLE FINAL CUT PRO X - AUDIO AND EFFECTS
Audio, sample rates, and human hearing
How to add, edit, and mix audio
A survey of simple visual effects
Integration of Motion projects into Final Cut
<i>Quiz #3 – covering weeks 9 - 12</i>
<i>Lab #10: Due 11/19</i>
<i>Topic: Edit a short documentary</i> |
| Lecture 13 | Apr. 15 | ADOBE DREAMWEAVER (Part 2)
Advanced web work
Embedding video and audio into a website
<i>Lab #11: Due 12/3</i>
<i>Topic: Create an interactive web menu</i> |
| Lecture 14 | Apr. 22 | ADOBE AUDITION
Audio and sound design
The fundamentals of hearing and digital audio
Audio editing
Audio effects and filters
Audio mixing |

Lab #12: Due in class

Topic: Mix a short documentary

Assignment 4: 30-second video commercial due

Lecture 15	Apr. 29	Review of the entire video creation process Presentation of "Larry's Philosophy of how to get a job and negotiate a decent salary."
	May 2	Final projects due by 4 p.m.
	May 6	Final Projects screened for class