ITP-411: Multimedia and Video Production

Course    Multimedia and Video Production  
           http://blackboard.usc.edu

3 Units

Lectures/Lab  Monday: 10:00 AM - 11:50 AM in OHE-540  
              Wednesday: 10:00 AM - 11:50 AM in OHE-540

Instructor   Larry Jordan  
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Teaching Asst.  Steele Stewart  
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Office Hours  Monday and Wednesday, from 2 PM to 3:15 PM  
              Location: OHE-330C

Open Labs  OHE-540 and OHE-542  
           Fridays - times to be posted after semester starts.

Summary  This course can change your life! The purpose of this course is to provide an overview of creating powerful messages, images, and video for the web - with a focus on video. This is not a “theory class.” This is a “get your hands dirty” class.

Visual communication and storytelling are essential skills in this 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. This is not an “arts” class, it’s a “communications” class.

From creating images to posting videos on YouTube, your ability to effectively communicate your ideas depends, in large part, on your ability to master visual communication.

Not all of us can be artists, but all of us can improve our visual communication skills.

In this software survey course, you will learn how to use image and video software to create a variety of visual projects, and, ultimately, present your projects to the entire class.
Objective

Structured around a professional creative workflow, the purpose of this course is to learn the creative skills and technical knowledge for producing compelling media: images, text, audio, and video.

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, motion graphics, audio mixes and videos. Plus, as a final project, students will author a small, interactive, multimedia website, containing images, audio, and video. This final project will include graphics and video produced and edited by the student.

Content Goals

1. To learn how to use professional tools of visual communication to create persuasive presentations and the importance of the call to action.

2. To learn the fundamentals of story-telling, structure and workflow to control what the audience sees and feels.

3. To actually see, not just look at, what you are creating. To create compelling work on time as determined by the requirements of the task.

Grading

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

Here’s the breakdown of assignments and points:

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Pts Each</th>
<th>Total Pts</th>
<th>Approx. % of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>3</td>
<td>30</td>
<td>90</td>
<td>13%</td>
</tr>
<tr>
<td>Labs</td>
<td>15</td>
<td>25</td>
<td>375</td>
<td>49%</td>
</tr>
<tr>
<td>Assignments</td>
<td>4</td>
<td>50</td>
<td>200</td>
<td>28%</td>
</tr>
<tr>
<td>Final Project</td>
<td>1</td>
<td>75</td>
<td>75</td>
<td>10%</td>
</tr>
<tr>
<td>Total points</td>
<td></td>
<td></td>
<td>740</td>
<td>100%</td>
</tr>
</tbody>
</table>

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! (Proof-read and review your work.)

Class Policies
Students are expected to:
• Attend and participate in class discussions and labs; asking questions is encouraged!
• Complete weekly labs and assignments on time
• Complete all quizzes
• Complete labs and assignments 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. A few assignments will be turned in on paper.

There is an automatic 10% deduction of the total possible points for any lab or assignment posted after the deadline, unless prior arrangements have been made.

IMPORTANT!
All labs and assignments must be submitted to Blackboard in order to be graded. Emailed labs, assignments or projects will not count.

ITP Labs
Before logging off an ITP computer, students must ensure that they have emailed or saved work 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 Labs 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 available at: 

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 readings below can be an aid in understanding the material covered in this course.

Relevant training on Lynda.com

Relevant training on LarryJordan.com

In The Blink of an Eye (2 Revised Edition)
Walter Murch
Silman-James - 2001

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. Students will be required to bring a Flash memory drive or a portable hard drive to all classes.

Labs

Weekly labs focus on reinforcing the material covered in that week’s class and giving students time to work with the technology. With only one exception, all labs are due one week after they are assigned.
However, it is *strongly* urged that students complete each week’s lab in the lab time at the end of each class, so that they can practice the material while the lesson is still fresh.

All labs are critiqued by the professor, so that students can learn from their mistakes and improve during the course of the class.

**Assignments**

Unlike labs, assignments focus on creativity. There are four assignments during the course:

- Photoshop image for use in a poster
- Poster with an image
- Motion Graphics video
- Video commercial

Students select the topic and the content. All assignments are critiqued by the professor to allow students to improve their work during the course of the semester.

**Final Project**

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

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.
Multimedia and Video Production  
ITP-411 (3 units)

The purpose of a lab is to reinforce subjects taught in that day’s lecture. Labs are designed to be completed at the end of a class. Assignments are designed to be completed outside of class, with an emphasis on creativity. Quizzes consist of short-answer questions, completed in class. There are two lectures each week.

COURSE OUTLINE

Lecture 1  Aug. 20  INTRODUCTION TO THIS COURSE  
Course introduction – what we are doing this semester  
Discuss goals and theme for semester  
Discuss syllabus and assignments  
Digital Media fundamentals and key terms  
Workflow for creative digital projects  
Non-graded quiz: “Help Me Get To Know You”  
Lab #1: Due at the start of Lecture 3  
Topic: Set goals for semester projects

Lecture 2  Aug. 22  ADOBE PHOTOSHOP - INTRODUCTION  
Interface  
Issues of copyright and altering image  
Introduction to Photoshop  
Interface  
File Management  
Basic photo and image manipulation techniques  
Adjust Levels and Color  
Thumb drives presented to students  
Prep for Lab #2

Lecture 3  Aug. 27  ADOBE PHOTOSHOP - DESIGN, COLOR, TEXT, SHAPES  
Basic design rules  
Framing, balance, and composition techniques  
The Color Wheel and gray-scale values  
Use the power of fonts to convey emotion  
Add and modify text and shadows  
Work with shapes, paths and curves  
Lab #2: Due at the start of Lecture 4  
Topic: Images, text and shapes

Lecture 4  Aug. 29  ADOBE PHOTOSHOP - LAYERS, SELECTIONS & MASKS  
Layers, selections and masks in compositing  
Understand layers  
Use selection tools to create selections
Use selections to create masks

Lab #3: Due at the start of Lecture 5
  Topic: Layers, selections and masks

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LABOR DAY
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Lecture 5  Sept. 5  ADOBE PHOTOSHOP - BLEND MODES AND FILTERS
  Explain and illustrate blend modes
  Apply filters to images and/or selections
  Explore the Filter Gallery
  Automate image processing with Actions

Lab #4: Due at the start of Lecture 6
  Topic: Filters and blend modes

Lecture 6  Sept. 10  ADOBE PHOTOSHOP - IMAGE REPAIR & COOL TOOLS
  Repair damaged images
  Patch, content-aware fill and move
  Puppet warp
  Perspective warp

Lab #5: Due at the start of Lecture 8
  Topic: Image repair

Lecture 7  Sept. 12  ADOBE PHOTOSHOP - REVIEW AND WORKSHOP
  Review key Photoshop terms and concepts
  Work on any incomplete labs
  Work on Assignment #1

Lecture 8  Sept. 17  PRE-PRODUCTION AND AUDIENCE CONTROL
  Define story and story-telling
  How to plan
  Balancing technology with story.
  Storyboarding
  Control where the eye looks
  The Importance of the Call to Action

Assignment #1: Photoshop image due 9/17
  Lab #6: Due at the end of class
  Topic: Storyboard a dramatic scene

Lecture 9  Sept. 19  VIDEO PRODUCTION
  The importance of emotion, reactions, and breathing
  Basics of camera angles, placement, and framing
  Discuss composition and framing
  Basics of lighting and production audio
  No Lab
Lecture 10  Sept. 24  VIDEO COMPRESSION - APPLE COMPRESSOR
Fundamentals of video compression
Optimum settings for video compression
Compressing video for the web
Quiz 1: Covering Lectures 1 - 9
Prep for Lab #7
Topic: Create a compressed video file

Lecture 11  Sept. 26  VIDEO COMPRESSION - ADOBE MEDIA ENCODER
Fundamentals of video compression
Optimum settings for video compression
Compressing video for the web
Lab #7: Due at the start of Lecture 12
Topic: Create a compressed video file

Lecture 12  Oct. 1  APPLE MOTION - Introduction to Motion Graphics
Key terms and definitions
Explore the Motion interface
Make objects move
Add, style and animate text

Lecture 13  Oct. 3  APPLE MOTION - Deeper in Motion
The Inspector
Compositing - add and adjust filters
Drawing tools
Lab #8: Due at the start of Lecture 14
Topic: Create a simple motion graphic

Lecture 14  Oct. 8  APPLE MOTION - Media, Paths and Masks
Import audio and video media
Video Behaviors and Filters
Animate using keyframes
Create Paths and Masks
Assignment #2: Photoshop Poster due 10/8

Lecture 15  Oct. 10  APPLE MOTION - Particles, Replicators and Parameters
Create and modify a particle system
Create and modify a replication system
Animate using Parameter Behaviors
Lab #9: Due at the start of Lecture 16
Topic: Create a promo using audio & video

Lecture 16  Oct. 15  APPLE MOTION - Explore 3D Space
Move and position elements in 3D space
Add and modify lights and cameras
Create and move between sets

**Lecture 17**  Oct. 17  **APPLE MOTION - Review**
- Particle systems
- Replicator systems
- Blend modes
- Working with filters
- Compositing techniques
- Creating an effect for Final Cut Pro X
- Export and compression

*Lab #10: Due at the start of Lecture 18
Topic: Animate stills, video and audio*

**Lecture 18**  Oct. 22  **APPLE FINAL CUT PRO X - INTRODUCTION**
- Introduction to video editing
- A 12-step workflow to make you more efficient
- Media management and organization
- Media import and clip preview
- Favorite, Keywords and viewing clips

*Quiz #2 – covering Lectures 10 - 17*

**Lecture 19**  Oct. 24  **APPLE FINAL CUT PRO X - EDIT and TRIM**
- Reviewing clips
- Edit and trim a basic story

*Lab #11: Due at the start of Lecture 20
Topic: Edit a documentary scene*

*Assignment 3: Motion Graphics project due 10/24*

**Lecture 20**  Oct. 29  **APPLE FINAL CUT PRO X - AUDIO**
- Audio, sample rates, and human hearing
- How to add, edit, and mix audio
- Working with sound effects and music
- Adding transitions

**Lecture 21**  Oct. 31  **APPLE FINAL CUT PRO X - STORY-TELLING**
- Improve story-telling through trimming
- The story of “John and Martha”
- The importance of reaction shots
- A closer look at lighting

*Lab #12: Due at the start of Lecture 22
Topic: Edit a dramatic scene with audio*

**Lecture 22**  Nov. 5  **APPLE FINAL CUT PRO X - EFFECTS**
- Text and Generator effects
- Inspector effects
- Effects Browser effects
### Lab #13: Due at the start of Lecture 24
**Topic:** Edit an effects scene

**Lecture 23**  Nov. 7  
APPLE FINAL CUT PRO X - COLOR CORRECTION  
- Explain color in video  
- How to use video scopes  
- How to fix color problems  
- How to create dramatic color “looks”  
  
* No lab

**Lecture 24**  Nov. 12  
ADOBE AUDITION CC: AUDIO EDITING  
- The role of audio and audio sweetening  
- Audition workflow and interface  
- Audio editing  

**Lecture 25**  Nov. 14  
ADOBE AUDITION CC: AUDIO MIXING  
- How to add, edit, and mix dialog, music & effects  
- Editing and mixing a short documentary  

Lab #14: Audio mixing lab due by Lecture 26  
**Topic:** Audio mix a documentary scene

**Lecture 26**  Nov. 19  
CREATE A SIMPLE WEB SITE  
- Introduction to website development using Wix  
- Create a website  
- Create an interactive web menu with linked pages  
- Modify text and text formatting  
- Embed images and video  

* Quiz #3 – covering Lectures 18 - 25  
  
Lab #15: Build a website due by Lecture 27  
**Goal:** Prepare a draft website for the Final Project

**THANKSGIVING BREAK**

**LECTURE 27**  Nov. 26  
Open Lab

**LECTURE 28**  Nov. 28  
HOW TO FIND AND GET A JOB  
- Larry’s philosophy of how to market yourself, find a job, master the interview and land a good job.  
  
* Assignment 4: 30-second video commercial due

**Nov. 30**  Any unsubmitted class materials AND Final Project due by 5 p.m.  

**[TBA]**  FINAL PRESENTATION - 8 - 10 AM  
Final Projects screened for class