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 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 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:

	Qty	Pts Each	Total Pts	Approx. % of Grade
Quizzes	3	30	90	13%
Labs	15	25	375	49%
Assignments	4	50	200	28%
Final Project	1	75	75	10%
Total points			*740*	*100%*

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:
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 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

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THANKSGIVING BREAK
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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