ACAD-207: Multimedia for Designers and Entrepreneurs I

4 Units

Lectures/Lab	Monday: 12:00 PM - 2:50 PM in **Academy - The Flat**
	Wednesday: 12:00 PM - 2:50 PM in **Academy - The Flat**

Instructor   **Larry Jordan**

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Office Hours   **Monday** and **Wednesday**, from 2:50 PM to 3:25 PM

                 Location: Meet me in the classroom after class.

Teaching Asst.   **Melissa Yang**

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IT Help: http://iovine-young.usc.edu/ait/index.html
Hours of Service: M-F, 8:30am-5:30pm
Contact Info: iyhelp@usc.edu, 213.821.6140

Catalogue Description

This covers the basics of industry-standard techniques, hardware and software used to creating effective and compelling audio and video experiences geared toward corporate communication.

Pre-requisites

ACAD 177 Digital Toolbox: Design, ACAD 178 Digital Toolbox Motion Graphics, ACAD 180: Digital Toolbox: Sound and Audio, or Instructor Permission

Course Description

Effective multimedia communication skills are essential for Designers and Entrepreneurs in the digital age. This course will teach students how to integrate the skills they have learned in design, coding, motion graphics, and audio design with new skills in video production techniques to create effective and compelling multimedia presentations.

The class uses student-created projects to center learning around the practical aspects of getting something done. The emphasis is on using tools to create effective communications using story-telling and persuasion, not simply teaching how the tools themselves work.

Instruction includes lectures, presentations, demonstrations, projects, quizzes and exams.

Learning Objectives

1. Learn to use hardware and software applications for designing, capturing, creating, editing, and processing audio and video
2. Stress teamwork and collaboration as part of the media creation process
3. Focus on corporate communication, not filmmaking
4. Raise awareness of the importance of persuasion and storytelling through multimedia and non-linear digital platforms

Specific Topics to be Covered

1. Standard video camera, lighting, staging, editing, and compression techniques
2. Integration of video, audio, animation, and graphics into multimedia presentations
3. Detailed exploration of the standard multimedia software applications and platforms
4. Creating and preparing multimedia presentations for distribution and streaming

Technological Proficiency and Required Hardware/Software

Students must have access to the following:
- Laptop Computer with authorized installations of the following software
    - o Adobe Creative Suite (Photoshop, Audition, Adobe Media Encoder, etc.)
    - o Apple Final Cut Pro X
    - o Apple Motion
    - o Apple Compressor
- Headphones (Sony MDR-7506 or equivalent highly recommended)

Communication and Online Materials

Please make it a habit to check your USC email account. If you do not regularly use that account, make sure you have it forwarded to the account you do use. Any emails I send to the class will use the USC email account. All course materials, including slides, audio examples, handouts, and assignments, as well as class grades will be available in Blackboard (https://blackboard.usc.edu). Be sure to check Blackboard if you have to miss a class. You are responsible for any materials presented and assignments made even if you are not in class that day.

Attendance and Class Participation

This class is extremely sequential in nature. You need to be in class, on time, and ready to participate every day. Because of the importance of hands-on experience with this subject, attendance and participation in all classes is the only method of fully understanding the concepts of these specialized topics. Attendance will be taken at each class meeting and will count toward your final grade. After two absences, your final class point total will be lowered by 5% for each additional absence.

Grading Breakdown

Total Points for classwork:	750
Class Participation (Instructor POV)	4%
Team Survey (Student POV)	6%
Quizzes (3)	11%
Labs (5)	20%
Mid-Term Exam	10%
Final Exam	15%
Projects (4)	35%

Grading Scale: Please note that I do not round grades up.

92 -100 = A	90 -<92= A-	88 - <90 =B+
82-<88 = B	80 -<82= B-	78-<80 =C+
72 —<78 = C	70 -<72= C-	68-<70 =D+
62-<68 = D	60 -<62= D-	<60 = F

Should the needs of the class dictate, I reserve the right to modify the class schedule. Any substantive changes will be announced in class and posted in Blackboard.

Academic Conduct

Plagiarism - presenting someone else's ideas as your own, either verbatim or recast in your own words - is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* https://scampus.usc.edu/1100-behavior- violating-university-standards-and-appropriate-sanctions. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* http://equity.usc.edu or to the *Department of Public Safety* http://adminopsnet.usc.edu/department/department-public-safety. This is important for the safety of the whole USC community. Another member of the university community - such as a friend, classmate, advisor, or faculty member - can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage http://sarc.usc.edu describes reporting options and

other resources.

Support Systems

- A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more.
- Students whose primary language is not English should check with the *American Language Institute* http://dornsife.usc.edu/ali. which sponsors courses and workshops specifically for international graduate students.
- *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerproerams/dsp/home index.html provides certification for students with disabilities and helps arrange the relevant accommodations.

Emergency Preparedness/Course Continuity in a Crisis

If an officially-declared emergency makes travel to campus infeasible, *USC Emergency Information* http://emerpency.usc.edu will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Information on Obtaining the Required Software and Headphones

- **Adobe Creative Suite, Final Cut Pro X, Motion** and **Compressor** is available via an email "invitation" sent from Timmy Chen to Academy students. If you have earlier versions of these applications, you will need to upgrade to the current versions.

- **Sony MDR-7506** Headphones are available through numerous retail and online merchants including Amazon, Sweetwater, Guitar Center and others for between $90-100. When creating, editing, and processing audio, it is critical to use headphones that provide an accurate frequency response. Thus, earbuds, noise-canceling headphones, and headphones that "enhance the listening experience" by altering the frequency content are not appropriate for this course. Due to the number of students who will be working in the class at the same time, you will also need "closed back," over-the-ear (circumaural) headphones. There are a number of good models of headphone that meet these criteria, but the Sony MDR-7506 headphones seem to offer the best quality to price ratio. If you already have headphones that you feel meet the aforementioned criteria, please ask me if they are acceptable before using them in class. If I determine they don't meet the criteria, you'll need to purchase headphones that do.

Weekly Class Schedule

NOTE: This course is evolving. We will cover this content, but expect schedule changes.

Week	Day	Date	Subject	Deliverabables
Week 1	Mon.	1/7	**Lecture 1**: Welcome. Discuss course. Leadership vs. collaboration Setting expectations for class and life	Get To Know You Quiz (non-graded)
	Wed.	1/9	**Lecture 2**: Digital Media Fundamentals Media / Codecs and other key terms	
Week 2	Mon.	1/14	**Lecture 3**: Planning an interview Working with amateur talent How to ask questions	
	Wed.	1/16	**Lecture 4**: Audio production - recording How to use a boom mic How to use a Zoom audio recorder Recording an interview	
Week 3	Mon.	1/21	* * *MARTIN LUTHER KING, JR. DAY * * *	
	Wed.	1/23	**Lecture 5**: Editing Audio using Audition	**Project 1:** Two minute audio interview - Teams of three (Subject / Interviewer / Editor - **Due: 9/10 Monday**
Week 4	Mon.	1/28	**Lecture 6**: Introduction to Lighting	**Quiz 1** - Covers Weeks 1 - 3
	Wed.	1/30	**Lecture 7**: Controlling where the eye looks (411 - Lecture 8)	
Week 5	Mon.	2/4	**Lecture 8**: The aesthetics of cameras (411 - Lecture 9)	
	Wed.	2/6	**Lecture 9**: Lighting Lab Pick teams for Project 2. Plan Project 2	
Week 6	Mon.	2/11	**Lecture 10**: Camera Lab Audio Lab Begin shooting Project 2 interviews	**Project 2:** Record video interview (Teams of 4) - **Must record by Week 7** - **Due 10/15**

Week	Day	Date	Subject	Deliverabables
	Wed.	2/13	**Lecture 11**: Intro to Video Editing "The Dead Body" Reactions / pacing / planning Everything EXCEPT software The Story of John and Martha	
Week 7			* * * PRESIDENT'S DAY * * *	
	Wed.	2/20	**Lecture 12**: Introduction to Final Cut Pro X Media management, import and editing	**Quiz 2** - Covers weeks 4 - 6
Week 8	Mon.	2/25	**Lecture 13**: FCP X: Audio, Titles, Generators Assign: Lab 1	
	Wed.	2/27	**Lecture 14:** FCP X: Effects & Color Correction Assign: Lab 2	Lab 1: Due
Week 9	Mon.	3/4	**Lecture 15**: Lab review and continued discussion on video editing. Discuss & Assign Project 3 - Due 11/5	**MID-TERM EXAM Lecture 1 - 10**
	Wed.	3/6	**Lecture 16**: Motion - Intro to Motion Graphics	**Project 2 is due Lab 2: Due**
Week 10			* * * SPRING BREAK * * *	
Week 11	Mon.	3/18	**Lecture 17**: Motion - Drawing Tools and other cool stuff Assign **Lab 3** - Basic Motion	
	Wed.	3/20	**Lecture 18**: Motion - Media, Paint, Paths, & Masks	**Lab 3: Due**
Week 12	Mon.	3/25	**Lecture 19**: Motion - Particles and 3D Space Assign **Lab 4** - Playing in 3D space	
	Wed.	3/27	**Lecture 20**: Video editing and story-telling Reactions / cutaways / B-roll / beats	**Quiz 3** - Covers weeks 6 - 10
Week 13	Mon.	4/1	**Lecture 21**: Everything You Know About Job Hunting is Wrong (Larry's favorite lecture) Apply job interview skills to pitches - WII-FM	**Lab 4 due**
	Wed.	4/3	**Lecture 22**: Class Pitches for Project Voting on the six pitches are produced	**Project 3 Due Project 4 assigned**
Week 14	Mon.	4/8	**Lecture 23**: Screen all Project 3 videos - pick winners Camera and Lighting training on our new gear	
	Wed.	4/10	**Lecture 24**: Color Correction in Final Cut Pro X	

Week	Day	Date	Subject	Deliverabables
Week 15	Mon.	4/15	**Lecture 25**: Secrets of Video Compression Assign **Lab 6** - video compression	
	Wed.	4/17	Open Lab for Project 4 Planning and Production	**Lab 6 Due**
Week 16	Mon.	4/22	Team evaluations and lecture TBA.	**Project 4 Due** (Can NOT be late)
	Wed.	4/24	Screen and discuss Project 4 "What did you learn?"	
	Fri.	4/26	All unsubmitted class materials due by 5 PM	
FINAL	Mon.	5/6	Final Exam - Last Words	