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** *larry@larryjordan.com* *(818) 519-2183*
Teaching Asst.	**TBA**
Office Hours	**Monday** and **Wednesday**, from 5:00 - 5:30 PM *Location: OHE-330C*
Open Labs	* OHE-540, Tuesdays, 2 pm – 4 pm * OHE-540, Thursdays, 2 pm – 5 pm
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
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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. There are two lectures each week.

COURSE OUTLINE

Lecture 1	Jan. 7	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	Jan. 9	ADOBE PHOTOSHOP - INTRODUCTION 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	Jan. 14	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 5* *Topic: Images, text and shapes*
Lecture 4	Jan. 16	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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MARTIN LUTHER KING, JR. DAY
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Lecture 5	Jan. 23	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	Jan. 28	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	Jan. 30	ADOBE PHOTOSHOP - REVIEW AND WORKSHOP Review key Photoshop terms and concepts *Work on any incomplete labs* *Work on Assignment #1*
Lecture 8	Feb. 4	PRE-PRODUCTION AND AUDIENCE CONTROL Define story and story-telling How to plan a video 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	Feb. 6	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	Feb. 11	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	Feb. 13	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*

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PRESIDENT'S DAY

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Lecture 12	Feb. 20	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 13	Feb. 25	APPLE MOTION - Introduction to Motion Graphics Key terms and definitions Explore the Motion interface Make objects move Add, style and animate text
Lecture 14	Feb. 27	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 15	*Mar. 4*	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 16	Mar. 6	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*

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SPRING BREAK

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Lecture 17	Mar. 18	APPLE MOTION - Explore 3D Space Move and position elements in 3D space Add and modify lights and cameras Create and move between sets
Lecture 18	Mar. 20	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 19	Mar. 25	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 20	Mar. 27	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 21	Apr. 1	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 22	Apr. 3	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 23	Apr. 8	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 24	Apr. 10	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 25	Apr. 15	ADOBE AUDITION CC: AUDIO EDITING The role of audio and audio sweetening Audition workflow and interface Audio editing
Lecture 26	Apr. 17	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 27	Apr. 22	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*

Lecture 28	Apr. 24	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***
	Apr. 26	**All unsubmitted class materials due by 5 p.m.**
	[TBA]	FINAL PRESENTATION - 8 - 10 AM Final Projects screened for class