

# ITP-411: Multimedia and Video Production

<b>Course</b>	<b>Multimedia and Video Production</b> <i><a href="http://blackboard.usc.edu">http://blackboard.usc.edu</a></i>  <i>3 Units</i>
<b>Lectures/Lab</b>	Monday: 10:00 AM - 11:50 AM in <b>OHE-540</b> Wednesday: 10:00 AM - 11:50 AM in <b>OHE-540</b>
<b>Instructor</b>	<b>Larry Jordan</b> <i><a href="mailto:larry@larryjordan.com">larry@larryjordan.com</a> (818) 519-2183</i>
<b>Teaching Asst.</b>	Macaleigh Hendricks <i><a href="mailto:macaleigh.hendricks@usc.edu">macaleigh.hendricks@usc.edu</a></i>
<b>Office Hours</b>	<b>Monday and Wednesday</b> , from 3:15 - 4:15 PM <i>Location: OHE-330C</i>
<b>Open Labs</b>	Schedule provided at the end of Week 1
<b>Summary</b>	<p>This course can change your life! The purpose of this course is to teach you how to use professional software tools to create 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.</p> <p>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.</p> <p>From creating images to posting videos on social media, your ability to effectively communicate your ideas depends, in large part, on your ability to master visual communication.</p> <p>Not all of us can be artists, but all of us <i>can</i> improve our ability to tell stories with pictures.</p> <p>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.</p>

## Objective

Structured around a professional creative workflow, 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 the graphics and video produced by the student during the course.

## Content Goals

1. To learn the fundamentals of visual story-telling, using an efficient workflow, to control what the audience sees and feels.
2. To learn how to use professional tools of visual communication to create persuasive visual presentations and the importance of a clear message combined with a call to action.
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.

## Deadlines

The goal of all assignments is to practice what we are learning in class. It does not benefit the student for work to be turned in late. All labs, projects and assignments are due at the date and time specified in the syllabus. All material must be posted to Blackboard in order to be graded.

Projects that are more than 48 hours late will receive a 50% deduction in points.

Projects that are more than 7 days late will receive 0 points.

A student can request up to two extensions during the semester, though granting the extension is up to the professor.

**IMPORTANT: All work, including all extensions is due at 5:00 PM on the last day of classes for the current semester.**

## 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	13%
Labs	15	25	375	49%
Assignments	4	50	200	28%
Final Project	1	75	75	10%
<i>Total points</i>			<i>740</i>	<i>100%</i>

Final course marks are determined by standard formulas:

A	92.5 - 100%
A-	90 - 92.5%
B+	87.5 - 89.9%
B	82 - 87.5%
B-	80 - 81.9%
C+	77.5 - 79.9%
C	72 - 77.5%
C-	70 - 71.9%
D+	67.5 - 69.9%
D	62 - 67.5%
D-	60 - 61.9%
F	59.9% 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 requirements outlined in each assignment or lab. All assignments will be uploaded by students through Blackboard. One assignment will be turned in on paper.

**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**

Labs are designed to reinforce the material covered in each class and allow students to work with that technology. With only a few exceptions, all labs are due one week after they are assigned. All due dates are listed in this syllabus.

It is *strongly* urged that students complete each week's lab during 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
- 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, a Photoshop poster, motion graphic video, and video commercial, via a simple website that is student-designed.

The theme for all assignments is chosen by each student in 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.

### **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 Part B, Section 11, "Behavior Violating University Standards" [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

### **Support Systems:**

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*

[engemannshc.usc.edu/counseling](http://engemannshc.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call*

[engemannshc.usc.edu/rsvp](http://engemannshc.usc.edu/rsvp)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*

[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*Bias Assessment Response and Support - (213) 740-2421*

[studentaffairs.usc.edu/bias-assessment-response-support](http://studentaffairs.usc.edu/bias-assessment-response-support)

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[studentaffairs.usc.edu/ssa](http://studentaffairs.usc.edu/ssa)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu), [emergency.usc.edu](http://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu)

Non-emergency assistance or information.

# 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. There are two lectures each week.*

### COURSE OUTLINE

Lecture 1      Aug. 26      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. 28      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*  
*No lab*

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*LABOR DAY - Monday Sept. 2*

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Lecture 3      Sept. 4      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	Sept. 9	<p>ADOBE PHOTOSHOP - LAYERS, SELECTIONS &amp; MASKS</p> <p>Layers, selections and masks in compositing</p> <p>Understand layers</p> <p>Use selection tools to create selections</p> <p>Use selections to create masks</p> <p><i>Lab #3: Due at the start of Lecture 6</i></p> <p><i>Topic: Layers, selections and masks</i></p>
Lecture 5	Sept. 11	<p>ADOBE PHOTOSHOP - BLEND MODES AND FILTERS</p> <p>Explain and illustrate blend modes</p> <p>Apply filters to images and/or selections</p> <p>Explore the Filter Gallery</p> <p>Automate image processing with Actions</p> <p><i>Lab #4: Due at the end of Lecture 7</i></p> <p><i>Topic: Filters and blend modes</i></p>
Lecture 6	Sept. 16	<p>ADOBE PHOTOSHOP - IMAGE REPAIR &amp; COOL TOOLS</p> <p>Repair damaged images</p> <p>Patch, content-aware fill and move</p> <p>Puppet warp</p> <p>Perspective warp</p> <p><i>Lab #5: Due at the start of Lecture 8</i></p> <p><i>Topic: Image repair</i></p>
Lecture 7	Sept. 18	<p>ADOBE PHOTOSHOP - REVIEW AND WORKSHOP</p> <p>Review key Photoshop terms and concepts</p> <p><i>Work on any incomplete labs</i></p> <p><i>Work on Assignment #1</i></p>
Lecture 8	Sept. 23	<p>PRE-PRODUCTION AND AUDIENCE EYE CONTROL</p> <p>Define story and story-telling</p> <p>How to plan a video</p> <p>Balancing technology with story.</p> <p>Storyboarding</p> <p>Control where the eye looks</p> <p>The Importance of the Call to Action</p> <p><b><i>Assignment #1: Photoshop image due</i></b></p> <p><i>Lab #6: Due at the end of class</i></p> <p><i>Topic: Storyboard a dramatic scene</i></p>
Lecture 9	Sept. 25	<p>VIDEO PRODUCTION</p> <p>The importance of emotion, reactions, and breathing</p> <p>Basics of camera angles, placement, and framing</p> <p>Discuss composition and framing</p> <p>Basics of lighting and production audio</p> <p><i>No Lab</i></p>

Lecture 10	Sept. 30	<p>VIDEO COMPRESSION - OVERVIEW</p> <p>Fundamentals of video compression</p> <p>Optimum settings for video compression</p> <p>Compressing video for the web</p> <p><b>Quiz 1: Covering Lectures 1 - 9</b></p>
Lecture 11	Oct. 2	<p>VIDEO COMPRESSION - SOFTWARE</p> <p>Video compression using Apple Compressor</p> <p>Video compression using Adobe Media Encoder</p> <p>Compressing video for the web</p> <p><i>Lab #7: Due at the start of Lecture 12</i></p> <p><i>Topic: Create a compressed video file</i></p>
Lecture 12	Oct. 7	<p>APPLE MOTION - Introduction to Motion Graphics</p> <p>Key terms, definitions and Motion interface</p> <p>Make objects move</p> <p>Add, style and animate text</p>
Lecture 13	Oct. 9	<p>APPLE MOTION - Deeper in Motion</p> <p>The Inspector</p> <p>Compositing - add and adjust filters</p> <p>Drawing tools</p> <p><b>Assignment #2: Photoshop Poster due</b></p> <p><i>Lab #8: Due at the start of Lecture 15</i></p> <p><i>Topic: Create a simple motion graphic</i></p>
Lecture 14	Oct. 14	<p>APPLE MOTION - Media, Paths and Masks</p> <p>Import audio and video media</p> <p>Video Behaviors and Filters</p> <p>Animate using keyframes</p> <p>Create Paths and Masks</p>
Lecture 15	Oct. 16	<p>APPLE MOTION - Particles, Replicators and Parameters</p> <p>Create and modify a particle system</p> <p>Create and modify a replication system</p> <p>Animate using Parameter Behaviors</p> <p><i>Lab #9: Due at the start of Lecture 17</i></p> <p><i>Topic: Create a promo using audio &amp; video</i></p>
Lecture 16	Oct. 21	<p>APPLE MOTION - Explore 3D Space</p> <p>Move and position elements in 3D space</p> <p>Add and modify lights and cameras</p> <p>Create and move between sets</p> <p><i>Lab #10: Due at the start of Lecture 18</i></p> <p><i>Topic: Play in 3D</i></p>

Lecture 17	Oct. 23	<p>APPLE MOTION - Review</p> <p>Particle and replicator systems</p> <p>Blend modes</p> <p>Working with filters</p> <p>Compositing techniques</p> <p>Creating an effect for Final Cut Pro X</p> <p>Export and compression</p> <p><i>Work on Assignment #3</i></p> <p><i>No lab</i></p>
Lecture 18	Oct. 25	<p>APPLE FINAL CUT PRO X - INTRODUCTION</p> <p>Introduction to video editing</p> <p>A 12-step workflow to make you more efficient</p> <p>Media management and organization</p> <p>Media import and clip preview</p> <p>Favorite, Keywords and viewing clips</p> <p><b>Quiz #2</b> – covering Lectures 10 - 17</p>
Lecture 19	Oct. 28	<p>APPLE FINAL CUT PRO X - EDIT and TRIM</p> <p>Reviewing clips</p> <p>Edit and trim a basic story</p> <p><b>Assignment 3: Motion Graphics project due</b></p> <p><i>Lab #11: Due at the start of Lecture 21</i></p> <p><i>Topic: Edit a documentary scene</i></p>
Lecture 20	Oct. 30	<p>APPLE FINAL CUT PRO X - AUDIO</p> <p>Audio, sample rates, and human hearing</p> <p>How to add, edit, and mix audio</p> <p>Working with sound effects and music</p> <p>Adding transitions</p> <p><i>No lab</i></p>
Lecture 21	Nov. 4	<p>APPLE FINAL CUT PRO X - STORY-TELLING</p> <p>Improve story-telling through trimming</p> <p>The story of “John and Martha”</p> <p>The importance of reaction shots</p> <p>A closer look at lighting</p> <p><i>Lab #12: Due at the start of Lecture 23</i></p> <p><i>Topic: Edit a dramatic scene with audio</i></p>
Lecture 22	Nov. 6	<p>APPLE FINAL CUT PRO X - EFFECTS</p> <p>Text and Generator effects</p> <p>Inspector effects</p> <p>Effects Browser effects</p> <p><i>Lab #13: Due at the start of Lecture 25</i></p> <p><i>Topic: Edit an effects scene</i></p>

Lecture 23	Nov. 11	APPLE FINAL CUT PRO X - COLOR CORRECTION Explain color in video How to use video scopes How to fix color problems and create dramatic color “looks” <i>No lab</i>
Lecture 24	Nov. 13	OPEN LAB
Lecture 25	Nov. 18	ADOBE AUDITION CC: AUDIO EDITING Fundamentals of audio Audition workflow and interface - Editing audio interviews <i>No lab</i>
Lecture 26	Nov. 20	ADOBE AUDITION CC: AUDIO MIXING The role of audio sweetening How to add, edit, and mix dialog, music & effects Editing and mixing a short documentary <b>Quiz #3</b> – covering Lectures 18 - 25 <i>Lab #14: Audio mixing lab due by Lecture 27</i> <i>Topic: Audio mix a documentary scene</i>
Lecture 27	Nov. 25	CREATE A SIMPLE WEB SITE - AND OPEN LAB 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 <i>Work on Assignment #4</i> <i>Lab #15: Build a website due by Lecture 28</i> <i>Goal: Prepare a draft website for the Final Project</i>

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**THANKSGIVING**  
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Lecture 28	Dec. 2	TBA
Lecture 29	Dec. 4	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. <b>Assignment 4: 30-second video commercial due</b>
	<b>Dec. 6</b>	<b>All unsubmitted class materials due by 5 p.m.</b>
	[TBA]	FINAL PRESENTATION - 8 - 10 AM Final Projects screened for class