

# ITP-211: Power-Tools for Visual Communication

<b>Course</b>	<b>Power-Tools for Visual Communication</b> <i><a href="http://blackboard.usc.edu">http://blackboard.usc.edu</a></i>  <i>2 Units</i>
<b>Lecture/Lab</b>	Monday: 3:30 PM - 4:50 PM in <b>OHE-542</b> Wednesday: 3:30 PM - 4:50 PM in <b>OHE-542</b>
<b>Instructor</b>	<b>Larry Jordan</b> <a href="mailto:larry@larryjordan.com">larry@larryjordan.com</a> (818) 519-2183
<b>Teaching Asst.</b>	<b>TBA</b>
<b>Office Hours</b>	<b>Monday and Wednesday</b> , from 3:15 - 4:15 PM <i>Location: OHE-330C</i>
<b>Open Labs</b>	TBA
<b>Summary</b>	<p>In a world where videos move millions and a picture is more powerful - and popular - than the written word, a key survival skill in college and into future careers is how well you communicate visually.</p> <p>The leaders of tomorrow need to know the power tools of visual communication today and how to use them to influence and persuade others.</p> <p>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.</p> <p>In this course, you will learn how to use software in three key areas of visual communication to create and communicate your ideas:</p> <ul style="list-style-type: none"><li>• Still images</li><li>• Motion Graphics</li><li>• Audio and Video Editing</li></ul> <p>Not all of us can be artists, but all of us <i>can</i> improve our visual communication skills.</p>
<b>Objective</b>	The purpose of this course is to learn the creative, technical and communication skills necessary to produce compelling messages, images and videos.

This is not a theory class. This is a “get your hands dirty” class. It is not enough to “create.” We need to create, communicate, suggest, persuade and convince - using still and moving images – all while meeting deadlines. These skills are necessary during college and *critical* after graduation in business.

This course explores the use of professional-grade software to create 2D images, 2D graphics, motion graphics, visual effects and video. As well, students will learn how to properly compress video for high-quality web distribution.

During the course, students will create posters, motion graphics, and video projects centered around a theme of the student’s own choosing.

### **Content Goals**

1. To learn the fundamentals of visual story-telling, structure and 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 the 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 24 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.

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 and tests.

Here's the breakdown of assignments and points:

	<i>Qty</i>	<i>Pts Each</i>	<i>Total Pts</i>	<i>% of Grade</i>
Labs	14	25	350	54%
Assignments	3	50	150	23%
Mid-Term Exam	1	50	50	8%
Final Exam	1	100	100	15%
<i>Total points</i>			<i>650</i>	<i>100%</i>

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.
3. 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 tests
- Complete assignments and projects 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. Some assignments will be turned in on paper.

**IMPORTANT!**

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

**ITP Labs**

Before logging onto an ITP computer, students must ensure that they have emailed or saved projects 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 Lab use 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. Please be sure the letter is delivered as early in the semester as possible. DSP is located in STU301 and is open 8:30 AM – 5 PM, 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.

## Suggested Readings

**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 understanding technology and reinforce the material covered in that week's class. 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 three assignments during the course:

- Poster with an image
- Motion Graphics video
- Video commercial

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

## Exams

There are two exams during the course: a mid-term and final. Exams consist of short-answer questions, completed in class.

## Visual Communication Power-Tools ITP-211 (2 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*  
*Prep for Lab #2*

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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 4*  
*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 5</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 start of Lecture 6</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: Poster due 9/17</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	VVIDEO COMPRESSION - OVERVIEW Fundamentals of video compression Optimum settings for video compression Compressing video for the web <i>Prep for Lab #7</i> <i>Topic: Create a compressed video file</i>
Lecture 11	Oct. 2	VIDEO COMPRESSION - SOFTWARE Video compression using Apple Compressor Video compression using Adobe Media Encoder Compressing video for the web <i>Lab #7: Due at the start of Lecture 12</i> <i>Topic: Create a compressed video file</i>
Lecture 12	Oct. 7	APPLE MOTION - Introduction to Motion Graphics Key terms and definitions Explore the Motion interface Make objects move Add, style and animate text <b><i>MID-TERM - 10/1 - Covering Lectures 1 - 11</i></b>
Lecture 13	Oct. 9	APPLE MOTION - Deeper into Motion The Inspector Compositing - add and adjust filters Drawing tools <i>Lab #8: Due at the start of Lecture 14</i> <i>Topic: Create a simple motion graphic</i>
Lecture 14	Oct. 14	APPLE MOTION - Media, Paths and Masks Import audio and video media Video Behaviors and Filters Animate using keyframes Create Paths and Masks
Lecture 15	Oct. 16	APPLE MOTION - Particles, Replicators and Parameters Create and modify a particle system Create and modify a replication system Animate using Parameter Behaviors <i>Lab #9: Due at the start of Lecture 17</i> <i>Topic: Create a promo using audio &amp; video</i>



Lecture 16	Oct. 21	<p>APPLE MOTION - Explore 3D Space  Move and position elements in 3D space  Add and modify lights, cameras  Set design and moving cameras between sets  <i>Lab #10: Due at the start of Lecture 19</i>  <i>Topic: Play in 3D</i></p>
Lecture 17	Oct. 23	<p>APPLE MOTION - Review  Particle systems  Replicator systems  Working with filters and blend modes  Compositing techniques  Creating an effect for Final Cut Pro X  Export and compression  <i>No lab</i></p>
Lecture 18	Oct. 25	<p>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</p>
Lecture 19	Oct. 28	<p>APPLE FINAL CUT PRO X - EDIT and TRIM  Reviewing clips  Edit and trim a basic story  <b><i>Assignment 2: Motion Graphics project due</i></b>  <i>Lab #11: Due at the start of Lecture 20</i>  <i>Topic: Edit a documentary scene</i></p>
Lecture 20	Oct. 30	<p>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</p>
Lecture 21	Nov. 4	<p>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  <i>Lab #12: Due at the start of Lecture 22</i>  <i>Topic: Edit a dramatic scene with audio</i></p>

Lecture 22	Nov. 6	APPLE FINAL CUT PRO X - EFFECTS Text and Generator effects Inspector effects Effects Browser effects <i>Lab #13: Due at the start of Lecture 24</i> <i>Topic: Edit an effects scene</i>
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 How to 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 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 <i>Lab #14: Audio mixing lab due by Lecture 27</i> <i>Topic: Audio mix a documentary scene</i>
Lecture 27	Nov. 25	Open Lab
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<i>THANKSGIVING</i>		
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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><i>Assignment 3: 30-second video commercial due 11/28</i></b>
	<b>Dec. 6</b>	<b>All unsubmitted class materials due by 5 p.m.</b>

[TBA]

**FINAL EXAM** - 2 - 4 PM

Covers Lectures 11 - 25

Short-answer questions

**IN-CLASS PRESENTATION OF ALL STUDENT PROJECTS**

Students present and discuss their assignments in class

Presentations are not graded, but are critiqued.