

Multimedia and Video Production



ITP-411 (3 units) SPRING 2020

Description

Digital tools editing, techniques, composition, layout, and output for image and video. This course is geared toward students interested in using professional software tools to communicate, express ideas, and messages on the internet.

Objective

To gain skills in multimedia communication using industry standard software such as Adobe Creative Suite, Apple Final Cut Pro X, Apple Motion, and Apple Compressor. Create 2D images, graphics and text, motion graphics, video, and visual effects. Combine skills to create persuasive presentation in any type of digital media.

Concepts

- Digital photography, graphics, and text
- Touch-up images using various tools to correct, enhance, and re-size photos and graphics
- Manipulate images via selections and masks, filters, and layers
- Understand concepts of raster vs. vector
- Ability to create powerful imagery and graphics via compositions of various images, backgrounds, text, and special effects
- Storyboard both static graphics and video presentation
- Basic video formats, output, and compression
- Animate text and objects
- Video editing and workflow
- Edit and trim
- Add, edit, and mixing audio
- Understanding color
- Basic tools for web site design

Prerequisites

None.

Instructor	Chander Burgos
Contacting the Instructor	cburgos@usc.edu
Office Hours	Listed on Blackboard under Contacts
Lab Assistants	Listed on Blackboard under Contacts
Contacting the Lab Assistants	Listed on Blackboard under Contacts
Lecture / Lab	12:00-1:50pm Monday & Wednesday

Required Textbook

None.

Supplemental Textbooks and links



Adobe Photoshop CC Classroom in a Book (2019 release). Adobe Press, Adobe Systems Incorporated. ISBN-13: 978-0135261781

Lynda.com

Website

All course material will be on Blackboard (<http://blackboard.usc.edu>).

Grading

Quizzes	10%
Weekly Assignments	40%
Projects	30%
Final Project	20%

Grading Scale

A	100-93	B-	82-80	D+	69-67
A-	92-90	C+	79-77	D	66-65
B+	89-87	C	76-73	F	64 or below
B	86-83	C-	72-70		

Policies

Students are expected to:

- Attend and participate in lecture discussions and critiques
- Attend and complete weekly lab assignments
- Attend and complete projects and final project

Students are responsible for completing assignments and labs by stated deadlines. Most assignments will be uploaded to the course's Blackboard site.

Lab Assignments

At the end of each lecture, there will be a lab assignment to reinforce the material covered. Labs are due the following week. Due dates are listed. It is suggested that students attempt to finish during lab time.

Projects

There will be 4 projects assigned throughout the semester. All projects will have a common theme. They will be graded based on the technical tools used to complete each project, but more importantly the effort and creativity of the finished project. The following projects will be:

- Photoshop image
- Poster with an image
- Motion Graphics Video
- Video Commercial

Final Project/Presentation

The student will create a web site with each of the projects and present the finish product to the class. Presentation of the final project will be the student's final exam.

Late Work

Assignments are accepted late with a penalty of 10% per day. This penalty applies immediately after the deadline. It is the responsibility of the student to contact the grader when posting late work.

ITP Labs

Before logging onto 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 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.

Incomplete or Missing Grades

Excerpts for this section have been taken from the University Grading Handbook, located at <http://www.usc.edu/dept/ARR/grades/gradinghandbook/index.html>. Please see the link for more details on this and any other grading concerns.

A grade of Missing Grade (MG) “should only be assigned in unique or unusual situations... for those cases in which a student does not complete work for the course before the semester ends. All missing grades must be resolved by the instructor through the Correction of Grade Process. One calendar year is allowed to resolve a MG. If an MG is not resolved [within] one year the grade is changed to [Unofficial Withdrawal] UW and will be calculated into the grade point average a zero grade points.

A grade of Incomplete (IN) “is assigned when work is no completed because of documented illness or other ‘emergency’ **occurring after the twelfth week** of the semester (or 12th week equivalency for any course scheduled for less than 15 weeks).”

Statement on Academic Conduct and Support Systems

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://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety 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 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/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Emergency Preparedness/Course Continuity in a Crisis

In case of emergency, when travel to campus is difficult, if not impossible, USC executive leadership will announce a digital way for instructors to teach students in their residence halls or homes using a combination of the Blackboard LMS (Learning Management System), teleconferencing, and other technologies. Instructors should be prepared to assign students a “Plan B” project that can be completed ‘at a distance.’ Additional information about Campus Safety and Emergency Preparedness can be found at: <http://preparedness.usc.edu>.

Tools for Digital Graphics

ITP-411 (3 units)

Course Outline

Subject to change throughout the semester

Week 1 – Introduction to the course

- Class Requirements and Personal Information
- Discuss goals and themes for the semester
- Discuss Syllabus and assignments
- Operating Systems & Terms
- Introduction to Adobe Photoshop
- Tool Palette
- Painting and Editing
- Custom Brushes

Lab Assignment #1- Set goals for semester projects

Week 2 – Adobe Photoshop – Design, Color, Text, and Shapes

(Martin Luther King , Jr. – NO CLASS 1/20)

- Design rules of Visual Literacy
- The Color Wheel and gray-scale values
- Using fonts to convey emotion
- Add and modify text and shadows
- Shape Tool

Lab Assignment #2- Images, text and shapes

Week 3 – Adobe Photoshop – Selections, Layers and Masks, Blending Modes

- Making selections
- Modifying Selections
- Understanding Layers
- Masks and compositing
- Paths and curves

Lab Assignment #3- Layers, selections, and masks

Lab Assignment #4- Filters and Blend Modes

Week 4 – Adobe Photoshop- Advanced Touch-up & Manipulation

- Repair damaged images
- Patch, content-aware fill and move
- Puppet Warp
- Perspective Warp

Lab Assignment #5- Image repair
Work on Project #1

Week 5 – Video Production

- Call to Action
- Define story and story-telling
- Basics of shooting video
- Basic Lighting and production audio
- Planning a video- Storyboarding
- Composition and Framing

Project #1 due (2/10)
Lab Assignment #6- Storyboard

Week 6 – Video Compression – Overview
(President's Day NO CLASS 2/17)

- Fundamentals of video compression
- Optimum Settings for video compression

Quiz #1 Covering Weeks 1-5

Week 7 – Video Compression – Software / Intro to Apple Motion

- Video Compression using Apple Compressor
- Video Compression using Adobe Media Encoder
- Compressing video for the internet
- Key terms, definitions
- Motion interface
- Use Behaviors to make objects move

Week 8 – Apple Motion Media, Masks, and Paths

- The Inspector
- Add, style, and animate text
- Filters, effects and drawing tools
- Export and compression
- Import audio and video media
- Video Behaviors and Filters
- Create Paths and Masks
- Animate using key frames

Assignment #2 Photoshop Poster due

Lab Assignment #8: Create a simple motion graphic

Week 9 – Apple Motion in Depth

- Create and modify particle system
- Create and modify a replication system
- Animate using Parameter Behaviors
- Move and Position elements in 3D space
- Add and modify lights and cameras
- Set design and moving cameras between sets

Lab Assignment #9: Create a promo using audio and video

Lab Assignment #10: Play in 3D

Week 10 – Spring Break (March 16-20)**Week 11 – Apple Final Cut Pro X - Introduction**

- Introduction to video editing
- Explore the interface
- Organize and importing media
- Media clip preview

Quiz #2 – Covering Weeks 7-9

Week 12– Apple Final Cut Pro X Edit and Trim / Audio

- Reviewing clips
- Edit and trim a basic story
- Audio, sample rates
- Add, edit, and mix audio
- Sound effects and music
- Adding transitions

Lab Assignment #11: Edit a scene

Week 13 – Apple Final Cut Pro X Trimming / Effects

- Lighting
- Text and Generator effects
- Inspector effects
- Browser Effects

Lab Assignment #12: Edit a scene with audio

Lab Assignment #13: Edit an effects scene

Week 14 – Adobe Audition CC: Audio Mixing

- Audio sweetening
- Add, edit, and mix dialogue, music, & effects
- Editing and mixing a short documentary

Quiz #3 Covering weeks 11-14

Lab Assignment #14: Audio mix a scene

Week 15 – Creating a Simple Web Site

- Introduction to Website development
- Create a website
- Interactive web pages with menu and linked pages
- Text formatting
- Embed images and video

Lab Assignment #15: Build a website

Week 16 – Final Website Integration

- Work on Final Project
- Project #4 Due: 30-second video commercial due

FINAL PROJECT / PRESENTATION (Date as per examination schedule)