ITP-411: Multimedia and Video Production
(Techniques of Visual Persuasion)

Course
Multimedia and Video Production
http://blackboard.usc.edu

3 Units

Lectures/Lab
Monday: 10:00 AM - 11:50 AM
Wednesday: 10:00 AM - 11:50 AM
Classroom: Online

Instructor
Larry Jordan
larryjor@usc.edu

Office Hours
By appointment - the best way to reach me is email.

Open Labs
TBA

Summary
This course can change your life!

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. It's a class on motivating change. 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.

Not all of us can be artists, but all of us can improve our ability to tell stories with pictures. This is not a “theory class.” This is a “get your hands dirty” class - with a focus on video.

In this survey course, you will learn how to use professional-grade image and video software to create a variety of visual projects, and, ultimately, present your projects to the class.
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. As a final project, students will present and discuss their work for the semester to the class.

Content Goals

1. To learn the fundamentals of visual story-telling, along with an efficient workflow, to tell stories that motivate change.

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.

4. To encourage students to unlock and explore their creativity.

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 may receive a 50% deduction in 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 any 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 tasks and points:

<table>
<thead>
<tr>
<th></th>
<th>Qty</th>
<th>Pts Each</th>
<th>Total Pts</th>
<th>Approx. % of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>3</td>
<td>30</td>
<td>90</td>
<td>13%</td>
</tr>
<tr>
<td>Labs</td>
<td>15</td>
<td>25</td>
<td>375</td>
<td>49%</td>
</tr>
<tr>
<td>Assignments</td>
<td>4</td>
<td>50</td>
<td>200</td>
<td>28%</td>
</tr>
<tr>
<td>Final Project</td>
<td>1</td>
<td>75</td>
<td>75</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total points</strong></td>
<td></td>
<td></td>
<td><strong>740</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

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.
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 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 labs 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 to Blackboard. Some labs 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.
Labs
This class is offered online this semester. This necessitates changes to labs and software which are still being determined by the university. We will figure labs out together over the course of the semester. This syllabus is where we stand now.

Many labs use work files which will be provided to students via a USC server.

Weekly labs focus on practicing technology and reinforcing the material covered in that week’s class. Most labs are due one week after they are assigned. Due dates are listed in this syllabus.

All labs are critiqued by the professor so that students can learn from their mistakes and improve during the semester.

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 over 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 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](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.

**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. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.
Support Systems

_Student Health Counseling Services_ - (213) 740-7711 – 24/7 on call
[engemannshc.usc.edu/counseling](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](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](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, titleix.usc.edu](equity.usc.edu, 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](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](dsp.usc.edu)
Support and accommodations for students with disabilities, including 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](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

Update: 04/07/2020
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, 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
Non-emergency assistance or information.
Multimedia and Video Production
(Techniques of Visual Persuasion)
ITP-411 (3 units)

The purpose of a lab is to reinforce subjects taught in that day’s lecture. Assignments emphasize creativity. Readings are from “The Techniques of Visual Persuasion.”

COURSE OUTLINE

Lecture 1  Aug. 17  INTRODUCTION TO THIS COURSE
Course introduction – discuss goals 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. 19  ADOBE PHOTOSHOP - INTRODUCTION
Issues of copyright and the ethics of altering images
Learning the Photoshop Interface
File Management
Basic photo and image manipulation techniques
   Reading: Chapter 1
   No lab

Lecture 3  Aug. 24  ADOBE PHOTOSHOP - DESIGN, COLOR, TEXT, SHAPES
Design rules of Visual Literacy
Framing, balance, and composition techniques
The Color Wheel and gray-scale values
How to use the power of fonts to convey emotion
Add and modify text and shadows
Introduce the Shape Tool
   Reading: Chapters 2, 4 & 5 (I know, it’s a lot)
   Lab #2: Due at the start of Lecture 5
   Topic: Images, text and shapes

Lecture 4  Aug. 26  ADOBE PHOTOSHOP - LAYERS, SELECTIONS & MASKS
Layers, selections and masks in compositing
Explore paths and curves
   Reading: Chapter 8
   Lab #3: Due at the start of Lecture 6
   Topic: Layers, selections and masks
<table>
<thead>
<tr>
<th>Lecture 5</th>
<th>Aug. 31</th>
<th>ADOBE PHOTOSHOP - BLEND MODES AND FILTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Explain and illustrate blend modes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Apply filters to images and/or selections</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Explore the Filter Gallery</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Automate image processing with Actions</td>
</tr>
<tr>
<td>Reading:</td>
<td></td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Lab #4:</td>
<td></td>
<td>Due at the start of Lecture 7</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Filters and blend modes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecture 6</th>
<th>Sept. 2</th>
<th>THE MAGIC OF ADOBE PHOTOSHOP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Repair damaged images</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Patch, content-aware fill and move</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Puppet warp</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Perspective warp</td>
</tr>
<tr>
<td>Assignment #1: Photoshop image due</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lab #5:</td>
<td></td>
<td>Due at the start of Lecture 8</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Image repair</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LABOR DAY - Sept. 07</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Lecture 7</th>
<th>Sept. 9</th>
<th>PLANNING, STORY-TELLING &amp; AUDIENCE CONTROL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>The importance of the Call to Action</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Define story and story-telling</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Balancing technology with story.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Control where the eye looks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How to plan a video - Storyboarding</td>
</tr>
<tr>
<td>Reading:</td>
<td></td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Lab #6:</td>
<td></td>
<td>Due by Lecture 8</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Storyboard a dramatic scene</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecture 8</th>
<th>Sept. 14</th>
<th>VIDEO PRODUCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>The importance of emotion, reactions, and breathing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Basics of camera angles, placement, and framing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Discuss composition and framing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Basics of lighting and production audio</td>
</tr>
<tr>
<td>Reading:</td>
<td></td>
<td>Chapter 10</td>
</tr>
<tr>
<td>No Lab</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Lecture 9  Sept. 16  APPLE FINAL CUT PRO X - INTRODUCTION
Introduction to video editing
A 12-step workflow to make you more efficient
Explore the interface
Organize media using favorites and keywords
Media import and clip preview

**Quiz #1** – covering Lectures 1 - 8

*No lab*

Lecture 10  Sept. 21  APPLE FINAL CUT PRO X - EDIT and TRIM
Reviewing clips
Edit and trim a basic story

*Reading: Chapter 14*

*Lab #7: Due at the start of Lecture 12*

*Topic: Edit a documentary scene*

Lecture 11  Sept. 23  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

*No lab*

Lecture 12  Sept. 28  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

**Assignment #2: Photoshop Poster due**

*Lab #8: Due at the start of Lecture 14*

*Topic: Edit a dramatic scene with audio*

Lecture 13  Sept. 30  APPLE FINAL CUT PRO X - EFFECTS
Text and Generator effects
Inspector effects
Effects Browser effects

*Lab #9: Due at the start of Lecture 16*

*Topic: Edit an effects scene*

Lecture 14  Oct. 5  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”

*No lab*
<table>
<thead>
<tr>
<th>Lecture</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Oct. 7</td>
<td>ADOBE AUDITION CC: AUDIO EDITING</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fundamentals of audio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Audition workflow and interface</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Editing interviews</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Reading: Chapter 12</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>No lab</em></td>
</tr>
<tr>
<td>16</td>
<td>Oct. 12</td>
<td>ADOBE AUDITION CC: AUDIO MIXING</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The role of audio sweetening</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How to add, edit, and mix dialog, music &amp; effects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Editing and mixing a short documentary</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Lab #10: Audio mixing lab due by Lecture 18</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Topic: Audio mix a documentary scene</em></td>
</tr>
<tr>
<td>17</td>
<td>Oct. 14</td>
<td>VIDEO COMPRESSION - OVERVIEW</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fundamentals of video compression</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Optimum settings for video compression</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Compressing video for the web</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Quiz 2 – covering Lectures 9 - 16</em></td>
</tr>
<tr>
<td>18</td>
<td>Oct. 19</td>
<td>VIDEO COMPRESSION - SOFTWARE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video compression using Apple Compressor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video compression using Adobe Media Encoder</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Compressing video for the web</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Lab #11: Due at the start of Lecture 20</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Topic: Create a compressed video file</em></td>
</tr>
<tr>
<td>19</td>
<td>Oct. 21</td>
<td>APPLE MOTION - Introduction to Motion Graphics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Key terms, definitions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Explore the Motion interface</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use Behaviors to make objects move</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Assignment 3: 30-second video commercial due</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Reading: Chapter 15</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>No lab</em></td>
</tr>
<tr>
<td>20</td>
<td>Oct. 26</td>
<td>APPLE MOTION - Deeper into Motion</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Inspector</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Add, style and animate text</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Filters, effects and drawing tools</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Export and compression</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Lab #12: Due at the start of Lecture 22</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Topic: Create a simple motion graphic</em></td>
</tr>
</tbody>
</table>

*Update: 07/13/2020*
| Lecture 21  | Oct. 28 | APPLE MOTION - Media, Masks and Paths  
Import audio and video media  
Video Behaviors and Filters  
Create Paths and Masks  
Animate using keyframes  
| No lab |
| Lecture 22  | Nov. 2  | APPLE MOTION - Particles, Replicators and Parameters  
Create and modify a particle system  
Create and modify a replication system  
Animate using Parameter Behaviors  
| Lab #13: Due at the start of Lecture 24  
*Topic: Create a promo using audio & video* |
| Lecture 23  | Nov. 4  | APPLE MOTION - Explore 3D Space  
Move and position elements in 3D space  
Add and modify lights and cameras  
Set design and moving cameras between sets  
| Lab #14: Due at the start of Lecture 25  
*Topic: Create your own commercial* |
| Lecture 24  | Nov. 9  | APPLE MOTION - Review  
Particle and replicator systems  
Blend modes and filters  
Motion tracking  
Green-screen (chroma) key  
Compositing techniques  
| Quiz #3 – covering Lectures 17 - 24  
| No lab |
| Lecture 25  | Nov. 11 | HOW TO FIND AND GET A JOB  
Larry’s philosophy of how to market yourself, find a job, master the interview and land the right job.  
| Nov. 13 | Assignment 4: 15-second motion graphic due  
Any remaining unsubmitted class materials due by 5 p.m. |
| [TBA]  |  | FINAL PRESENTATION - 8 - 10 AM  
Final Projects screened for class  

*Update: 04/07/2020*