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 - or - 12:00 - 1:50 PM  
Wednesday: 10:00 AM - 11:50 AM - or - 12:00 - 1:50 PM  
Classroom: TBA

**Instructor**  
Larry Jordan  
*larry@larryjordan.com*

**Teaching Asst.**  
TBA

**Office Hours**  
Monday and Wednesday  
*From 12:15 to 1:45 PM*

**Open Labs**  
Schedule provided at the end of Week 1

**Summary**  
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.

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 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.

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, 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 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.

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>Total points</td>
<td></td>
<td></td>
<td>740</td>
<td>100%</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.
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 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.
**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](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**

**Techniques of Visual Persuasion**

Larry Jordan
Published by: New Riders

Update: 04/07/2020
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 this flash drive or a portable hard drive to all classes.

Labs

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

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 over 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 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 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
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
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
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, titlei.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
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
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
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
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. 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. 24
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. 26
ADobe PHOtoshop - INTRODUCTION
Issues of copyright and the ethics of altering images
Learning the Photoshop Interface
File Management
Basic photo and image manipulation techniques
Thumb drives presented to students
No lab

Lecture 3  Aug. 31
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
Lab #2: Due at the start of Lecture 5
Topic: Images, text and shapes

Lecture 4  Sept. 2
ADobe PHOtoshop - LAYERS, SELECTIONS & MASKS
Understand layers
Layers, selections and masks in compositing
Use tools to create selections
Use selections to create masks
Explore paths and curves
Lab #3: Due at the start of Lecture 6
Topic: Layers, selections and masks

Update: 04/07/2020
LABOR DAY - Sept. 07

Lecture 5  Sept. 9  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 7
  Topic: Filters and blend modes

Lecture 6  Sept. 14  THE MAGIC OF ADOBE PHOTOSHOP
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  Sept. 16  ADOBE PHOTOSHOP - REVIEW AND WORKSHOP
Review key Photoshop terms and concepts
  Work on any incomplete labs
  Work on Assignment #1

Lecture 8  Sept. 21  PLANNING, STORY-TELLING & AUDIENCE CONTROL
The importance of the Call to Action
Define story and story-telling
Balancing technology with story.
Control where the eye looks
How to plan a video - Storyboarding
Assignment #1: Photoshop image due
Lab #6: Due at the end of class
  Topic: Storyboard a dramatic scene

Lecture 9  Sept. 23  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  Sept. 28  VIDEO COMPRESSION - OVERVIEW
Fundamentals of video compression
Optimum settings for video compression
Compressing video for the web
*Quiz 1: Covering Lectures 1 - 9*

Lecture 11  Sept. 30  VIDEO COMPRESSION - SOFTWARE
Video compression using Apple Compressor
Video compression using Adobe Media Encoder
Compressing video for the web
*Lab #7: Due at the start of Lecture 12
  Topic: Create a compressed video file*

Lecture 12  Oct. 5  APPLE MOTION - Introduction to Motion Graphics
Key terms, definitions
Explore the Motion interface
Use Behaviors to make objects move
*No lab*

Lecture 13  Oct. 7  APPLE MOTION - Deeper into Motion
The Inspector
Add, style and animate text
Filters, effects and drawing tools
Export and compression
*Assignment #2: Photoshop Poster due
Lab #8: Due at the start of Lecture 15
  Topic: Create a simple motion graphic*

Lecture 14  Oct. 12  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 15  Oct. 14  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 17
  Topic: Create a promo using audio & video*

Lecture 16  Oct. 19  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
*No lab*
Lecture 17  Oct. 21  APPLE MOTION - Review
Particle and replicator systems
Blend modes and filters
Motion tracking
Green-screen (chroma) key
Compositing techniques

Lab #10: Due at the start of Lecture 19
Topic: Create your own commercial

Lecture 18  Oct. 26  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 #2 – covering Lectures 10 - 17

Lecture 19  Oct. 28  APPLE FINAL CUT PRO X - EDIT and TRIM
Reviewing clips
Edit and trim a basic story

Assignment 3: Motion Graphics project due

Lab #11: Due at the start of Lecture 21
Topic: Edit a documentary scene

Lecture 20  Nov. 2  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 21  Nov. 4  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 23
Topic: Edit a dramatic scene with audio

Update: 04/07/2020
Lecture 22  Nov. 9  APPLE FINAL CUT PRO X - EFFECTS  
Text and Generator effects  
Inspector effects  
Effects Browser effects  

*Lab #13: Due at the start of Lecture 25  
*Topic: Edit an effects scene*

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”  

*No lab*

Lecture 24  Nov. 16  ADOBE AUDITION CC: AUDIO EDITING  
Fundamentals of audio  
Audition workflow and interface  
Editing interviews  

*No lab*

Lecture 25  Nov. 18  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  

*Quiz #3 – covering Lectures 18 - 25  
Lab #14: Audio mixing lab due by Lecture 27  
*Topic: Audio mix a documentary scene*

Lecture 26  Nov. 23  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  

*Work on Assignment #4  
Lab #15: Build a website due by Lecture 28  
*Goal: Prepare a draft website for the Final Project*

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THANKSGIVING BREAK - Wednesday, Nov. 25 - 29

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Lecture 27  Nov. 30  Probably an Open Lab
Lecture 28  Dec. 2  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

Dec. 4  All unsubmitted class materials due by 5 p.m.

[TBA]  FINAL PRESENTATION - 8 - 10 AM
Final Projects screened for class