Design III – Digital Video Syllabus
Richland College

Instructor Information
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Office Location: N129
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Division Office and Phone: School of Engineering and Technology, 972-238-6210

Course Information
Course Title: Design III – Digital Video
Course Number: ARTS-2311
Section Number: 83703
Semester/Year: Spring 2020
Credit Hours: 3
Class Meeting Time: W- 5:40PM – 9:30PM
Class Location: Thunderduck Hall – T255
Certification Date: Tuesday, February 11th, 2020
Last Day to Withdraw: Monday, April 20th, 2020

Academic Calendar

2020 Spring Multimedia/Photography Wednesday Evening Courses Calendar

January 29, 2020 – May 13, 2020
Spring 2020 Wednesday Evening courses only.

MW, TR, MWF day classes, HS classes, regular online classes, Saturday only courses, Evening Flex Term courses and Online Flex Term courses have different calendars.

<table>
<thead>
<tr>
<th>CALENDAR DATE</th>
<th>CALENDAR DATE DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 20 (M)</td>
<td>Dr. Martin Luther King, Jr. Day – Holiday</td>
</tr>
<tr>
<td>January 25 (Sa)</td>
<td>First Saturday the Multimedia Lab will be open.</td>
</tr>
<tr>
<td>January 29 (W)</td>
<td>Wednesday Evening Classes Begin</td>
</tr>
<tr>
<td>February 11 (T)</td>
<td>12th Class Day / Census Day for Wednesday evening classes, Last day to drop a course without receiving a &quot;W&quot; grade on transcript.</td>
</tr>
<tr>
<td>February 27 - 28 (R-F)</td>
<td>Professional Development Days - Thursday and Friday day classes will not meet. Friday evening, Saturday and Sunday classes will meet.</td>
</tr>
<tr>
<td>March 16-22 (M-Su)</td>
<td>Spring Break</td>
</tr>
<tr>
<td>April 10 (F)</td>
<td>Holiday</td>
</tr>
<tr>
<td>April 20 (M)</td>
<td>Final Withdraw Date: Last Day for Wednesday Evening classes to withdraw with a grade of &quot;W&quot;.</td>
</tr>
<tr>
<td>May 13 (W)</td>
<td>Final Exam Day for Wednesday Evening courses</td>
</tr>
<tr>
<td>May 14 (R)</td>
<td>Semester Ends. Last day lab is open for the semester.</td>
</tr>
</tbody>
</table>

Course Prerequisites

Recommended prerequisites for Art Majors, ARTS 1311, ARTS 1312, ARTS 1316, and ARTS 1317.
Course Description
This course will focus on two- or three-dimensional projects in a special topics area. Emphasis is on individual expression. This course may be repeated if topics and learning outcomes vary.

Student Learning Outcomes
Use digital video capture and output methods; apply appropriate compression schemes for various output; integrate still graphics and animation into a production; apply principles of video production; and identify the components of a digital video system.

- Writing - communicates thoughts, ideas, information, and messages in writing; and creates documents such as letters, directions, manuals, reports, graphs, and flow charts
- Listening - receive, attend to, interpret, and respond to verbal messages and other cues
- Responsibility - exert a high level of effort and persevere toward goal attainment
- Material and Facilities - Acquire, store, allocate, and use materials or space efficiently
- Participates as Member of a Team - contributes to group effort
- Exercise Leadership - communicate ideas to justify position, persuade and convince others, responsibly challenge existing procedures and policies
- Negotiate - work toward agreements involving exchange of resources, resolve divergent interests
- Works with Diversity - work well with men and women from diverse backgrounds

Texas Core Objectives
The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, the activities you engage in will give you the opportunity to practice two or more of the following core competencies:

1. Critical Thinking Skills - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. Communication Skills - to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
3. Empirical and Quantitative Skills - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

5. **Personal Responsibility** - to include the ability to connect choices, actions, and consequences to ethical decision-making

6. **Social Responsibility** - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

**Required Lab Hours:**

This course contains lecture and lab components, both held during the posted class times. Students may need to put in additional time in the Multimedia Learning Center to complete assignments.

Students are required to spend extra hour(s) per week outside of class working on student projects.

See Schedule of Classes for the exact number of hours per week.

**Multimedia Learning Center Lab Information and Hours of Operation:**

The Multimedia Learning Center (972-238-6001) is located in Thunderduck Hall, T246 and is for all currently enrolled Multimedia and Game students **to use for Multimedia and Game class work and projects**.

Lab assistants and faculty are usually in the lab to answer questions, however *multimedia tutoring is not available in the lab*.

**LAB HOURS**

Mon-Thurs, 9 a.m.-9:45 p.m.; Fri, 9 a.m.-4:45 p.m.;
Sat (Spring & Fall), 12 p.m.-4:45 p.m.; Sat (Summer), closed;
Sun: closed

Lab is closed for the same Holidays as the College.
The Lab may close between semesters.
The Lab may be used as a Classroom at various times during the year and will not be available to drop-in students.

The other campus computer lab for credit student use is Del Rio, D229, which has longer lab hours.
All Multimedia (credit and continuing education) students must show a Student ID Card to use the lab and check out any equipment. IDs are available at the Office of Student Life in El Paso Hall, E040.

Required Course Materials

Textbooks:

Optional:

Author: Steven Ascher and Edward Pincus
ISBN: 978-0452297289
Publisher: Plume

Supplies:

Required Supplies for all Courses: headphones and some kind of external storage: jump drives, external hard drives, blank CD-Rs/DVDs or cloud storage like Dropbox.

You will need some means of storing and backing up the digital files for your assignments. Multiple locations for storage and backup are always preferable to only one storage location. You should consider using several of these types of storage:

- A local directory on your home or laptop computer, if you have a computer.
- A portable electronic storage device such as a USB jump drive or a portable hard drive.
- An online storage service such as Dropbox.
- An online backup service such as iDrive.com.

Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Graded Work

The tables below provide a summary of the graded work in this course and an explanation of how your final course grade will be calculated.
Summary of Graded Work

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercises</td>
<td>10 @ 3 points each</td>
<td>30 points</td>
</tr>
<tr>
<td>Project 1</td>
<td>1 @ 20 points</td>
<td>20 points</td>
</tr>
<tr>
<td>Project 2</td>
<td>1 @ 20 points</td>
<td>20 points</td>
</tr>
<tr>
<td>Project 3</td>
<td>1 @ 30 points</td>
<td>30 points</td>
</tr>
</tbody>
</table>

**TOTAL: 100 points**

Final Grade

<table>
<thead>
<tr>
<th>Points</th>
<th>Percentages</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89</td>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>70-79</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>60-69</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0-59</td>
<td>0-59%</td>
<td>F</td>
</tr>
</tbody>
</table>

Description of Graded Work

Exercises will be assigned and completed during class meetings. They are technical demonstrations of concepts covered in class. Exercises are graded pass/fail, and the final grade for exercises will be calculated by the total number of exercises completed divided by the total number of exercises assigned.

*Project 1: Recreate a Scene*- Make a shot-for-shot recreation of a scene from a classic film. Students will be assigned a specific scene to re-shoot and work in collaborative groups to achieve this. After shooting the footage, each individual group member will use Adobe Premiere to create their own edit of this footage and turn this in as a .mov (or.mp4) with the h.264 codec. The goal of this project is to gain a deeper understanding of the interconnected moving parts that constitute the filmmaking process by reverse engineering a classic work.

*Project 2: Instructional Performance Video*- For this project, students will create a 4-to-6-minute video in which they are the performer/host (the person speaking on camera) in an instructional video. This video should be tightly structured, well-lit, have clear audio, and feature on-screen informative text. This video should teach us how to do something from start to finish in a clear, concise manner. Students will need to collaborate in...
groups of two to shoot these performances. Each student will be responsible for turning in the piece in which they are the host. The final pieces will be edited in Adobe Premiere and turned in as .mov (or.mp4) with the h.264 codec.

Final Project: Video Compositing-Compositing refers to a classification of processes that allow an artist to combine footage shot at different times and locations into the same edited shot. For this project, use compositing as the primary technique in a 2-to-4 minute piece. In order to achieve this, students will shoot footage against a green screen, create masks, utilize the “roto-brush” and “pen-tool” in Adobe After Effects. Students will need to turn in a rough-cut (as .mov (or.mp4) with the h.264 codec) to be critiqued before completing the final project. This final cut will be a refined version of the rough cut that responds to our rough-cut critique. Students will be asked re-shoot and re-edit portions of their piece. The goal of this is to break down the process into stages in order to create a tighter, more fully realized final work. The final piece will be edited in Adobe Premiere and turned in as .mov (or.mp4) with the h.264 codec.

Attendance and Your Final Grade
Procedures for in-class exercises will be demonstrated in class. In order to complete technical exercises, you will need to attend class.

Late Work Policy
The due dates for projects are listed on the course schedule below. Exercises are to be completed within the class period unless the instructor states otherwise. Late work will be accepted until the beginning of the last class meeting.

Grade Reports
Final grade reports are not mailed to students. You may view your final grades via eConnect. From the Current Credit Student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button, and all grades for the selected grade type will be shown.

Institutional Policies
Institutional Policies relating to this course can be accessed using the link below. These policies include information about tutoring, Disabilities Services, class drop and repeat options, Title IX, and more.  
Richland Institutional Policies (http://www.richlandcollege.edu/syllabipolicies)
Classroom Policies

Attendance Policy:

In order to be successful, students must attend and participate in enrolled courses.

While Richland College does not have a formal attendance policy, students are expected to attend class regularly. If you know you will be missing classes this semester, please speak to your instructor about days you will be missing so you can receive information on the missed lessons and assignments.

If you are unable to attend class, please email the instructor or leave a message for the instructor at the ACCESS Office at (972) 238-6140 BEFORE THE CLASS BEGINS.

It is imperative students arrive to class on time and remain in class the entire session each week.

Food and Drink Policy:

Except where otherwise determined by a faculty member, no eating or drinking is allowed in the classroom.

Web Server Posting Policy:

The Richland Student Web Server is open to all users of the World Wide Web. Any information students or instructors place in their files is readable by any user of the World Wide Web.

Computer/Internet Use Policy:

Currently enrolled Richland College Multimedia, Game, and Photography students have access to the Multimedia Lab and classroom computers for Multimedia/Game/Photography educational and instructional purposes only.

Please use the Del Rio Computer Lab (D229) for other school-related assignments and non-Multimedia/Game/Photography activities.

Students using their own laptops must use the wireless connection in the Thunderduck Hall building and cannot use the Multimedia lab and classroom computer data lines to access the Internet.
You are required to show your Richland Student ID when requested by lab personnel. You are expected to follow lab policies as well as the Student Code of Conduct specified in the catalog. If the link does not work for you (ie: you have a hard copy of the syllabus), copy/type this url into your browser window: http://www.richlandcollege.edu/conduct/

Safety Policy:

Students should participate in this class in a safe, appropriate manner. We occasionally have to step over cords for the multimedia cart and/or computer equipment. We also need to watch out for boxes and paper, students’ backpacks, etc. Students should begin to build good computing habits, designed to prevent eyestrain, carpal tunnel syndrome, etc.

Handheld Devices Policy:

Please turn OFF all electronic devices during class.

Participation Policy:

Course participation is required. Ask questions and be involved with the lesson.

Students should not surf the Net, play games, send emails or work on unrelated homework/projects during class. Students should not disturb your neighbors during lectures and demos.

End of Each Class Policy (for face-to-face classes):

When you leave class for the day, please...

1. Delete all your files from your workstation and empty the trash.
2. Shut down your computer using Windows Shut Down.
3. Turn off your monitor after computer has COMPLETELY shut down.
4. Pick up and throw away any trash around your seat.

Attention Continuing Education Students:

To receive a certificate for this course, you must make a grade of "C" or higher as a final grade. A grade average of 69% or lower is failing.

Continuing Education will not mail your certificate to you. If you do not receive your certificate the last day of class you will have to pick up your certificate at the Continuing Education Front Desk, T160.
## Course Schedule

<table>
<thead>
<tr>
<th>Topic</th>
<th>Readings &amp; Assignments</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1: re-create a scene</td>
<td>Introduction to Adobe Premiere. Basic Editing. Importing and exporting media.</td>
<td>2/26/2020</td>
</tr>
<tr>
<td></td>
<td>Class shoot. Basic titles.</td>
<td></td>
</tr>
<tr>
<td>Project 2: instructional performance video</td>
<td>Conceptualizing project 2. Text-based motion graphics. Trim paths. 3-point lighting.</td>
<td>4/1/2020</td>
</tr>
<tr>
<td></td>
<td>Green screen and chroma-keying. Dubbing audio.</td>
<td></td>
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</tbody>
</table>

### The Multimedia Learning Center Department’s Web Sites:

- [Multimedia](#)
- [Photography](#)
- [Game](#)

The Multimedia Learning Center is part of the Richland College School of Engineering and Technology.

Office: Wichita Hall, WH-101 • Phone: 972-238-6210.
Student Acknowledgement:

Please download, read and sign this Student Acknowledgement and turn it in to your instructor.

10/21/19 Version