

Palomar College – Graphic Communications

GCMW 201 – Multimedia II

Six hours lecture/laboratory (3 units)

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Office Hours: M 1-2PM, TTh 3-5PM

The purpose of Multimedia II is to integrate audio and video. In this course we will explore how to record audio; create music; score film and sync audio material with video. No matter your skill level there is knowledge to be gained from becoming proficient in Apple Logic Pro X as it is widely regarded as industry standard in most multimedia areas of concentration.

Catalog Description

Strategies and techniques for designing successful multimedia projects in Apple Logic Pro X with emphasis on audio for Internet, video, composites and motion graphics.

Student Learning Outcomes

At completion of course student will be able to create bumpers for television and film, mix and record audio, score audio to film, manipulate apple loop files to create complete arrangements for distribution, and learn strategies and techniques for designing successful multimedia projects in Logic Pro X.

Recommended Prerequisite

Some knowledge of Final Cut Pro X or comparable video editing software.

Requirement or Elective for the Following Certificates and/or Degrees

Digital Video • Interactive Media Design: Emphasis in Multimedia Design • Interactive Web Multimedia and Audio • New Media Compositing, Authoring, and Distribution

Website

<http://www2.palomar.edu/users/mbealo/>
Follow the GCMW 201 link. The site contains the syllabus, a calendar detailing the content covered each week, and grading requirements. Supplemental material may be found on the page as well.

Required Reading

Logic Pro X 10.3 - Apple Pro Training Series: Professional Music Production, By David Nahmani , Peachpit Press. ISBN: 978-0-13-478531-8
<http://proquest.safaribooksonline.com/book/audio/9780134785318>

Suggested Reading

Modern Recording Techniques, By David Myles Huber, Focal Press.
ISBN: 978-1-138-95437-3
<http://proquest.safaribooksonline.com/book/audio/97811317356653>

The Audio Expert, By Ethan Winer, Focal Press. ISBN: 978-1-351-84006-4
<http://proquest.safaribooksonline.com/book/audio/9780240821009>

Software

Logic Pro X, Final Cut Pro X, Compressor.

Required Supplies

Headphones!!! Please don't forget your headphones! Thunderbolt and/or USB3 drives also help out. A big smile and a healthy dose of enthusiasm goes a long way as well.

Materials

The professor will provide instructions on how to gather and create sounds and images needed to complete projects. Instructor will also provide information on obtaining additional material that may be required.

Open Lab Access

Open lab hours are subject to change - check lab schedules for updates.

Course Objectives

Successful students will be able to do the following by the end of the course:

1. Identify current trends in audio for multimedia.
2. Demonstrate audio design skills.
3. Demonstrate and incorporate audio editing skills.
4. Accurately synchronize audio for video.
5. Anticipate/solve audio, recording, and synchronization issues.
6. Create audio bumpers, source media, music beds, sound effects, and narration tracks for video.

Additional Program Content

- Recording audio
- Recording with midi
- Build up & musical arrangement
- Editing audio
- Editing midi
- Producing a virtual drum track
- Editing musical arrangements
- Scoring to film and video
- Knowledge of studio equipment
- Mixing techniques
- Foley and sound design
- Mastering techniques for distribution
- Learning 3rd party plugins
- Virtual instruments for sound creation

Outside Assignments

Students are expected to spend a **minimum of three hours per unit per week** in class and on outside assignments. Students are to read text, study lecture/lab notes, research and write required paper(s), and complete lab assignments. Keep notebook of all project storyboards, and finished videos.

Policies

1. Any student with a verified disability may be entitled to appropriate academic accommodations. Please contact Disabled Student Services for more information.
2. The GC Lab is available for your convenience in practicing and completing course assignments. Lab hours are posted.
3. Your classroom participation counts as part of your final grade. Because this course requires extensive hands-on application, attendance is

imperative. If you choose to drop this class, it is your responsibility to do so, not the responsibility of the instructor. To drop the course use eServices otherwise, an F or FW will be recorded on your permanent record.

4. Students should be aware of Palomar's Student Rights and Responsibilities in the 2017-2018 Catalog. Please pay particular attention to the sections on Academic Integrity, Drugs and Alcohol Policy, Smoking Policy, Sexual Harassment Policy, Student Behavior Rules and Regulations, and the Student Conduct Code. [Also Class Schedule]
5. Meeting deadlines is critical. All projects must be properly completed and submitted by the assigned due date. If a project is turned in late, it is dropped a minimum of one full letter grade per week.

Evaluation

Evaluation for this course will consist of a series of projects, assignments, lessons and class participation. Assignments are evaluated on demonstration of concept assigned, use of media, handling of techniques, and completion by due date. These include but are not limited to the following:

1. **Audio Bumper:** Use of proper basic editing techniques to create a 30-90 second music bumper. Footage may be provided or the student may choose their own, but the student must create an appropriate audio bed to time with the images and action. Focus will be on the capabilities of Logic Pro X for audio production.

[Project requires an understanding of Chapters 1-3 from the text.]

Grading - Audio Bumper (100 pts. total)

Proper format: 10 pts.

Fade in & out: 10 pts.

Color code the arrangement: 10 pts.

Export midi regions as audio files: 10 pts.

Match your musical creation to a video clip: 60 pts.

Incorrect video and audio edits will be -1 pt for each occurrence.

2. **Create music and sound effects for two types of marketing videos:** Each student will create music jingles with sound effects for two different types of marketing videos or 2 minute marketing clip.

[Project requires an understanding of Chapters 4-6 from the text.]

Grading - Marketing spots (100 pts. total)

Correctly synced up video and audio: 30 pts.

Produce a virtual drum track: 20 pts.

Include at least 10 sound effects: 10 pts.

Create two separate styles of music: 10 pts.

Use at least 10 plugins: 10 pts.

Use at least 10 loops: 10 pts.

Export a "clean" mix for delivery: 10 pts.

Incorrect video and audio edits will be -1 pt for each occurrence.

3. **The Live Performance:** Recording a live music performance.

Grading - Live Performance (100 pts. possible)

Setup headphone mixes for multiple band members: 10 pts.

Record audio from external devices: 10 pts.

Process vocals: 10 pts.

Record separate mixes: 10 pts.

Record and arrange multiple takes: 10 pts.

Proper use of reverbs: 10 pts.

Proper use of compressors: 10 pts.

Use at least 3 additional plugins: 30 pts.

4. **Scoring Audio for Video:** Create a score for a short film or other video project. Include sound effects as well as various musical bumpers to create an optimal experience for the listener. (7 Minute Maximum length)

[Project requires an understanding of Chapters 7-10 from the text.]

Grading - Audio for Video Score (100 pts. possible)

Export a Final Cut Pro X project in to Logic Pro X: 20 pts.

Add Foley to various scenes: 20 pts.

Use 3rd party plug-ins to enhance/improve audio: 20 pts.

Utilize automation in the mix: 20 pts.

Provide session file as well as stereo bounce mix of the audio: 20 pts.

Incorrect video and audio edits will be -1 pt for each occurrence.

These projects will account for approximately 67% of your final grade, whereas classroom participation will account for 33%. Each project will reflect specific audio editing techniques and may have special output properties. Details will be given defining the parameters of each project. The grading scale for the course is as follows:

90-100% = A 80-90% = B 70-80% = C 60-70% = D < 60% = F

Important Dates

All outstanding fees must be paid within 10 days of registration to avoid being dropped from classes. If you need \$\$ for college, apply for a BOGW fee waiver. Questions? Call 760-744-1150 x8116. If students are not sure about their fee balances, they can check them through eServices at www.palomar.edu.

Last day to qualify for a refund for Spring Semester classes	Saturday, Feb 10
Last day to add or register for Spring Semester classes	Monday, Feb 12
Last day to drop with no notation on record	Monday, Feb 12
Last day to drop with a "W" on record	Saturday, Mar 24
Final Project Due	Wednesday, May 23

Excerpts from Palomar's Educational Philosophy

from the 2000-2001 Catalog, p. 13

The educational philosophy of Palomar College is based upon belief in the value of the individual and belief in the individual's potential for intellectual, ethical, personal, and social growth. Only through growth in these areas can a citizen come to understand personal rights...

Excerpt From Teaching to Learning – A New Paradigm for Undergraduate Education

By Robert B. Barr and John Tagg

In the Learning Paradigm... a college's purpose is not to transfer knowledge but to create environments and experiences that bring students to discover and construct knowledge for themselves, to make students members of communities of learners that make discoveries and solve problems. The college aims, in fact, to create a series of ever more powerful learning environments...

Selected Excerpts from Student Code of Conduct

II. Standards of conduct. Here is a list of examples of conduct inappropriate and unacceptable for which students should expect to be held accountable.

- A. Students are expected to avoid any type of dishonesty, including, but not limited to cheating, plagiarism, forgery, fabrication or counterfeiting documents, furnishing false information to the College, alteration or misuse of college documents or records, duplication of assignments, or aiding another in an act of dishonesty. As noted in the Statement of Academic Integrity, honesty is of utmost importance in all endeavors related to the College. A detailed discussion of academic dishonesty and related consequences are addressed in Section II.
- I. Continued disruptive behavior, profanity or vulgarity, or defiance of the authority of, or abuse of College personnel.
- L. Misuse of District computers, telephone, or telecommunications devices.

Also refer to : http://www.palomar.edu/studentactivities/statement_on_academic_integrity.htm

Final Note

The instructor reserves the right to make any needed and appropriate adjustments to this syllabus.