Palomar College – Graphic Communications
GCMW 205 – Digital Video for Multimedia
Six hours lecture/laboratory (3 units)

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Catalog Description

Concepts, design and development of digital video production and editing skills as they relate to Internet, mobile devices, screen media, and physical delivery formats. Students will incorporate typography, graphics, animation and video into real-world projects.

Student Learning Outcomes

Produce motion graphics that solve a problem by communicating the desired message, and output the completed project in the appropriate format.

Recommended Prerequisite

GCIP 140 Digital Imaging with Photoshop. (You should also have a fondness for Mac's and a desire to be both in front of and behind a video camera - but that is just for your own benefit.)

Requirement or Elective for the Following Certificates and/or Degrees

Digital Imaging • Digital Media • Digital Video • New Media Compositing, Authoring, and Distribution

Website

http://www2.palomar.edu/users/mbealo/
Follow the GCMW 205 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

Apple Pro Training Series: Final Cut Pro X 10.3, By Brendan Boykin, Peachpit Press. ISBN: 978-0-13-478179-2

Software

Final Cut Pro X, Motion, Compressor, Audio Recording and Photoshop.

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 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. Create events, Projects and Import movie clips. Assemble, trim, insert, overwrite, connect and preview clips in the timeline and viewer. Set In and Out points, mark clips and perform ripple, roll, slip and slide edits. Perform drag and drop editing.
2. Place, preview, adjust, and trim transitions. Add cutaways and B-Roll.
3. Import, record and place audio clips. Adjust audio fades and volume levels and synchronize audio and video tracks. Link and unlink/detach audio and video clips and create "L" and "J" cuts.
4. Create split edits, ripple delete edits, replace edits, and audition clips.
5. Remove frames with range select. Recreate effects over a series of clips. Adjust edits using the Precision Editor. Change clip speed and duration.
6. Apply keywords, rate, sort and search clips, create smart collections, organize project elements, and customise the keyboard layout. Correctly set up all project preferences and settings for a given format.
7. Correctly Import Media.
8. Keyframe transform parameters, perform variable speed changes, and create hold frames. Share clip attributes/filters/settings among other clips and projects.
9. Apply video and audio filters and effects and modify their settings. Use multiple filters and change their order. Share filter attributes among clips and projects. Use keyframes and transitions to change filters over time. Apply a filter or effect to part of an image. Composite clips and apply corrective filters.
10. Prepare and edit a multicam project.
11. Add titles and graphics with text, generators, and mattes.
12. Choose the proper codecs, size, and frame rate given final output requirements. Compress a movie for use on the web, scree media or other medium.
13. Demonstrate your delight in the teacher and the GC department by going into that big bold world and creating award winning works of video excellence that bring both joy to the young and old alike and make this world a better place to live. Or just have the complete and utter satisfaction of having had a wonderful time learning all that you ever wanted to get out of this course.

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 2019-2020 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. **Africa Safari**: Use of proper basic editing techniques to create a 3-5 minute music video. Footage will be provided, but the student must choose an appropriate song to time the images and action to. Project will focus on proper pacing, timing, matching audio to image, and marking, and volume adjustments.

   Grading - (100 pts. total)
   Proper format: 10 pts.
   Accurately used slip, slide, ripple and roll tools: 40 pts. (10 ea.)
   Accurately uses markers to time audio to clips: 10 pts.
   Correct video edits (no gaps, stray frames, wrong transitions: 20 pts.
   Correct audio edits (intensity matches imagery, volume, etc.): 20 pts.

2. **Multicam Edit**: Each student will edit multiple angles of a live music performance with a common audio track. Transitions will be added along with some compositing effects to finesse the edit.

   Grading - Multicam Edit (100 pts. total)
   Correctly synced up video and audio tracks: 30 pts.
   Correct use of >= 5 transitions with non-default settings: 10 pts.
   Artist/Song/Album stylized title: 10 pts.
   Title Safe: 10 pts.
   Credit Roll: 10 pts.
   Hold Frame: 10 pts.
   Composit Open with Generated Items: 10 pts.
   Create and Import a graphic: 10 pts.
   Incorrect video and audio edits will be -1 pt for each occurrence.

3. **Greenscreen Composite**: Script, storyboard, shoot, and composit a greenscreen project using keying, mattes, and nonlinear editing techniques. Project dimensions will be 4k UHD 23.98fps.

Grading - Green Screen (100 pts. possible)
Effectively participate and work with a team: 10 pts.
Storyboard and script idea: 10 pts.
Apply Speed Changes: 10 pts.
Scale and Position Changes: 10 pts.
Keyframe/Animated Transform Parameters: 10 pts.
Correctly Import and Name Media: 10 pts.
Color Board - Color, Saturation and Exposure: 10 pts.
Effectively use Keyer Filter to create a high quality key: 10 pts.
Use at least 3 animated video filters & 2 audio filters: 10 pts.
Create and use a mask: 10 pts.
Incorrect video and audio edits will be -1 pt for each occurrence.

4.   **Team Promo**: Use editing techniques and voice overs to put together a 30 second promo for a local restaurant or other business. Script must be finished and cleared by instructor before production starts. Project dimensions will be 4k UHD.

Grading - Team Promo (200 pts. possible)
Effectively participate and work with a team: 20 pts.
Storyboard and script idea: 20 pts.
Broadcast safe video levels: 20 pts.
Export a HiRes mov, a web version, and DVD files: 20 pts.
Imported still graphic and titles: 20 pts.
Broadcast legal colors: 20 pts.
Transitions >= 2: 20 pts.
Voice overs: 20 pts.
Filters other than previous >= 2: 20 pts.
Design and layout: 20 pts.
Incorrect video and audio edits will be -1 pt for each occurrence.

These projects will account for approximately 71% of your final grade, whereas classroom participation will account for 29%. Each project will reflect specific non linear 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 semester class refund   Saturday, Aug 31
Last day to add with a code or drop with no notation on record Tuesday, Sept 3
Last day to drop with a "W" on record   Monday, Oct 21
Final Project Due   Wednesday, Dec 18

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.