

# DESIGN AND PRODUCTION STUDIO 2 (DPS 2)

COURSE NUMBER: DIG3526C	CREDIT HOURS: 3.0
SEMESTER/YEAR: SPRING 2017	CLASS LOCATION: NRG 0120
<b>Instructor:</b> TIM DIFATO	CLASS MEETING TIME(S): MONDAY 8-9 (3:00PM-4:55PM) WEDNESDAY PERIOD 9 (4:05-455PM)
<b>CONTACT EMAIL:</b> THROUGH CANVAS	<b>OFFICE LOCATION/HOURS:</b> NRG 0116 (DW REVE) TUESDAY/THURSDAY 4PM-5PM <i>AVAILABLE ON SKYPE: <a href="#">timdifato16</a></i>
<b>CONTACT PHONE:</b> (352) 294-2000	<b>COURSE WEBSITE:</b> <a href="http://DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/">DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/</a>

## COURSE DESCRIPTION

This course will explore the creative production of time-based media using digital video and effects. Emphasis on advanced video concepts, techniques, and compositing. This course will focus on advanced video techniques using the Adobe Creative Suite. We will study concepts in cinematography, editing theory and sound; Compositing - live action and 2d/3d elements with green screen and motion tracking; and more abstract techniques such as rotoscoping and motion graphics.

## PREREQUISITE KNOWLEDGE AND SKILLS

DAR or DAS major and DIG 3525C with minimum grade of C or written permission of instructor.

## PURPOSE OF COURSE

To introduce students to digital audio and video production tools as well as the fundamentals of effective visual storytelling with time-based media. The students will learn industry standard practices in applied creativity.

**COURSE GOALS AND/OR OBJECTIVES:** By the end of this course, students will be able to:

1. Use non-linear editing software to organize and sequence images efficiently.
2. Use 2D/3D compositing software to develop visual effects.
3. Apply cinematic composition techniques to advance and compliment a story.
4. Learn basic color correction and audio techniques for video production.
5. Identify and effectively utilize lighting instruments for cinematic effect.
6. Describe characteristics of well-designed and executed production.
7. Demonstrate skills in the use of industry standard tools.

## COURSE SCHEDULE:

The course incorporates lectures, in-class exercises, quizzes, exams, and assignments to apply and reinforce skills learned. Additionally, students will be asked to participate in weekly online critiques to strengthen their skills in analysis and critical thinking. Individual assignments will be explained in detail as the course progresses. The class will incorporate a Final Exam and a Final Group Project. The Final Group Project will be due on the Final Class day. The FINAL EXAM TIME SCHEDULED FOR THIS COURSE will be announced in advance of each semester by the University of Florida Registrar’s Office at <http://www.registrar.ufl.edu/soc/>

Week	Class Topics + Objectives	Assignments + Readings
1 1/04	<ul style="list-style-type: none"> <li>• Class Overview:                             <ul style="list-style-type: none"> <li>○ Goals of Class</li> </ul> </li> <li>• LETS BUILD                             <ul style="list-style-type: none"> <li>○ Project 1</li> <li>○ Attached Breakdown of work</li> </ul> </li> </ul>	<p><b>Assign: Project 1: Star Wars Project 1 (Explore)</b></p>
2 1/9-1/11	<p>Fundamentals of Film and Video</p> <ul style="list-style-type: none"> <li>• Key Principles</li> <li>• Types of Cinema</li> <li>• History of Cinema</li> <li>• Frame Rate, Resolution, Pixel Aspect Ratio, Letterbox and Pillar box</li> <li>• Progressive vs. Field</li> </ul> <p>Pipeline Overview</p> <p>PP: Importing images, simple video and sound editing, exporting</p>	<p><b>DUE: Project 1: Star Wars Project 1</b></p> <p>Reading (Announced in Class, next week discussion)</p> <p><b>Assign: Project 2: Yolanda Rough Edit 1</b></p>
3 1/16-1/18	<p>MLK Day</p> <p>Understanding Editing Part 1:</p> <ul style="list-style-type: none"> <li>• Cut Styles</li> <li>• Scene Sequence – Relationships</li> <li>• Transitions</li> </ul>	<p><b>DUE: Project 2: Yolanda Rough Edit 1</b></p> <p><b>Assign: Project 3: Yolanda Rough Edit 2</b></p> <p>Reading (Announced in Class, next week discussion)</p>
4 1/23-1/25	<p>Understanding Editing Part 2:</p> <ul style="list-style-type: none"> <li>• Duration</li> <li>• Scope</li> <li>• Tempo</li> <li>• Shot Composition</li> <li>• Angles</li> </ul> <p>Reference Work</p> <p>PP: Editing methods in Premiere Pro</p>	<p>Reading (Announced in Class, next week discussion)</p>
5 1/30-2/1	<p><b>Quiz 1: History, Terms, Editing, Adobe software, Readings</b></p> <p>Camera - STUDIO</p> <ul style="list-style-type: none"> <li>• Aperture, Shutter Speed, ISO</li> <li>• Focal Point</li> <li>• Panning, Zoom, Tilt</li> <li>• Camera Production Workshop in the studio</li> </ul>	<p><b>DUE: Project 3: Yolanda Rough Edit 2</b></p> <p><b>Assign: Project 4: Capture an Object- select an object and location, shoot a sketch using the shots we learned in class.</b></p> <p>Reading (Announced in Class, next week discussion)</p>

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Week	Class Topics + Objectives	Assignments + Readings
	<ul style="list-style-type: none"> <li>• Using a tripod, stabilizing shots</li> <li>• Focus, White Balance, Media Capture Settings</li> <li>• ENG Camera vs DSLR</li> </ul> PP: More editing methods in Premiere Pro	
6  2/6-2/8	Lighting Workshop <ul style="list-style-type: none"> <li>• Lighting Principles</li> <li>• On-stage demo of lighting setup</li> <li>• Lighting for the green screen</li> <li>• Guerrilla techniques for achieving better lighting</li> </ul>	<b>DUE: Project 4: Capture an Object (shot composition)</b>  <b>Assign: Project 5: Lighting Exercise</b>  Reading (Announced in Class, next week discussion)
7  2/13-2/15	<b>Quiz 2: Camera and Lighting (Additional Prem. Pro), Readings</b> Compositing <ul style="list-style-type: none"> <li>• After Effects</li> <li>• Editing</li> <li>• Keyings – Chroma, Luma:</li> <li>• Using a Green Screen</li> </ul> Color and Mood <ul style="list-style-type: none"> <li>• Color grading for style</li> </ul> AE: Compositing, Color Correction, Track Mattes, Keying	<b>DUE: Project 5 Lighting Exercise</b>  <b>Assign: Project 6: Yolanda Keying Exercise</b>
8  2/20-2/22	Principles of Sound <ul style="list-style-type: none"> <li>• DB level, Meters</li> <li>• Foley, FX, Music and ambient</li> <li>• Diegetic and non-diegetic sounds</li> </ul> AA: Overview of Adobe Audition. Editing sound in Premiere	<b>DUE: Project 6: Green Screen Keying</b>  Reading (Announced in Class, next week discussion)
9  2/27-3/1	<b>Quiz 3: Compositing and Sound, Readings</b>  Writing a Treatment <ul style="list-style-type: none"> <li>• Brain Storming Exercise</li> </ul> Script Writing Fundamentals  Continue work on Treatment/Script  PP: Importing and organizing footage	Reading (Announced in Class)  <b>Assign:</b> <ul style="list-style-type: none"> <li>• <b>Pre-Production for Final Project: Treatment/Script</b></li> </ul>
<b>SPRING BREAK March 6th – March 11th</b>		

Week	Class Topics + Objectives	Assignments + Readings
10 3/13- 3/15	Visualizing Your Film <ul style="list-style-type: none"> <li>• Storyboarding</li> <li>• Location Scouting</li> <li>• Meta Tagging</li> </ul>	<b>DUE: Pre-Production for Final: Treatment/Scripts</b>  Reading (Announced in Class, next week discussion) <b>Assign: Pre-Production for Final: Storyboards</b>
11 3/20- 3/22	Creating a Shot List <ul style="list-style-type: none"> <li>• Keeping Track of Continuity</li> <li>• Shooting B-Roll</li> <li>• Transitions</li> </ul> <p>Go over storyboards in class</p>	<b>DUE:</b> <ul style="list-style-type: none"> <li>• <b>Pre-Production for Final: Storyboards</b></li> </ul> <b>Assign: Pre-Production for Final: Shot List/Location Scouting</b>
12 3/27- 3/29	Proper workflow for Final Releases for talent and copyright issues Rules for use and attribution  AE: Text in AE, making proper credits	<b>DUE: Pre-Production for Final: Shot List/Location Scouting</b>  <b>Assign: Production for Final: Start Film Shooting</b>
13 4/3- 4/5	Continued work on final project, in-class editing  AE Tips: Working with 3D and Live Action	<b>DUE: Post-Production Rough Cut 1</b>  <b>Assign: Post-Production for Final: Edit Final Project, get rough cut ready</b>
14 4/10- 4/12	Review Rough Cuts  Group Feedback on Final project.	<b>DUE: Post-Production Rough Cut 2</b>  <b>Assign: Post-Production for Final</b>
15 4/17-  4/19	Final Cut Due – Watch During Class Final Cut Due – Watch During Class	<b>DUE: Final Cut Due</b>
4/27	<b><u>FINAL EXAM (Cumulative Exam)</u></b>	<a href="http://registrar.ufl.edu/soc/201701/finalexamsched.html">http://registrar.ufl.edu/soc/201701/finalexamsched.html</a> <b>Group 27A</b> <b>7:30am – 9:30am</b> <b>NRG 0120 (ORC)</b>

**REQUIRED TEXTBOOKS AND SOFTWARE:**

1. STEVEN ASCHER & EDWARD PINCUS, *“THE FILMMAKER’S HANDBOOK: A COMPREHENSIVE GUIDE FOR THE DIGITAL AGE: 2013 EDITION”*
2. A collection of required readings will be available online through Canvas as .pdfs
3. Lynda.com, Online *Photoshop tutorial (FREE access for UF students)*

**RECOMMENDED MATERIALS:**

1. [www.motionographer.com](http://www.motionographer.com) (online resource for latest industry work)
2. [www.videocopilot.com](http://www.videocopilot.com) (online resource for tutorials)
3. <http://tv.adobe.com/> (online resource for tutorials)
4. <https://vimeo.com/search/page:1/sort:likes/format:thumbnail?type=videos&q=premiere+pro> (Edited Video Examples for inspiration on Vimeo)
5. <https://www.youtube.com/playlist?list=PL1FF9D1947E61F8F5> (Premiere Pro CS6 Tutorials)
6. <https://vimeo.com/groups/freehd/page:2/sort:date> (Free Stock footage)

**COURSE FEES:**

Material and supply fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of approved courses and fees is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida)

Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for this class is \$12.26

**EVALUATION OF GRADES:**

Assignment	Total Points	Percentage of Grade
<b>Attendance/Participation</b> – Student are expected to attend class via the option elected during registration. On-Campus students must be present on-campus during class time. Online Real-time student must be logged into the streaming software during the class time with cameras and microphone activated. On-Your-Own-Time students are expected to participate in weekly discussion topics and watch all lectures in a timely manner.	100	10%
<b>Quizzes</b> – The class will have several quizzes	150	15%
<b>Weekly Assignments + Projects</b> - Weekly projects are due before the Sunday session of each week by 11:59PM unless otherwise noted. The work will be uploaded to CANVAS. Each student will be required to post a weekly critique of their classmates' work on CANVAS.	350	35%
<b>Final Project</b> –Final Project is the result of the semester long effort in learning. It is expected that in this final project, students employ the principles and techniques they have learned during the semester.	250	25%
<b>Final Exam</b> – Final all-inclusive exam on all classroom material, including but not limited to lectures, notes, homework, discussions, readings, videos, and other media presented in class or online.	150	15%

**GRADING SCALE:**

Letter Grade	% Equivalency	GPA Equivalency
A	94 – 100%	4.0
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S- U, WF		0.00

More information on grades and grading policies is here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**COURSE POLICIES:****PARTICIPATION / ATTENDANCE**

We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded. Real Time [RT] interaction with your peers and the Instructor will empower you to greater achievement.

For this class, 3 unexcused absences will be allowed per student. Each following unexcused absence will result in a letter grade deduction.

**MAKE-UP POLICY**

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

**COURSE TECHNOLOGY**

The students will be required to have access to, and use a personal computer with the access to the Internet. Word editing software will be required for written assignments.

**COURSE COMMUNICATIONS**

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS).

**UF POLICIES:**

### **UNIVERSITY HONESTY POLICY**

UF students are bound by The Honor Pledge that states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

### **CLASS DEMEANOR**

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

### **STUDENTS REQUIRING ACCOMMODATIONS**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### **NETIQUETTE COMMUNICATION COURTESY**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### **VIDEO LECTURE CAPTURE**

High-quality video lecture capture of this course is available only for enrolled students. These video captures are edited and posted within 24-48 hours of the class meeting for the benefit of the Your Own Time [YOT] students and to offer the potential for review by on-campus and Real Time [RT] on-line students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable.

Your Instructor will provide you with this semester’s login information during the first week of class. It is not permissible to share or distribute video login information to anyone other than officially enrolled students of this course. Lecture videos can be found at <https://vimeo.com/digitalworlds>.

### **ONLINE COURSE EVALUATIONS**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## CAMPUS RESOURCES

### HEALTH AND WELLNESS

#### U Matter, We Care

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

### ACADEMIC RESOURCES

E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu). <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

<http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus:

[https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)

On-Line Students Complaints:

<http://www.distance.ufl.edu/student-complaint-process>

*Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.*