

DESIGN AND PRODUCTION STUDIO 2 (DPS 2)

COURSE NUMBER: DIG3526C	CREDIT HOURS: 3.0
SEMESTER/YEAR: SPRING 2018	CLASS LOCATION: NRG 0120
	CLASS MEETING TIME(S):
INSTRUCTOR: CHELSEA CANTRELL	OFFICE LOCATION/HOURS:
	CONTACT EMAIL: CANVAS
CONTACT PHONE: (352) 294-2000	COURSE COMMUNICATION: UF E-LEARNING

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:

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.

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

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

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	PP: Importing and organizing footage	
10	Visualizing Your Film <ul style="list-style-type: none"> • Storyboarding • Location Scouting • Meta Tagging 	DUE: Pre-Production for Final: Treatment/Scripts Reading (Announced in Class, next week discussion) Assign: Pre-Production for Final: Storyboards
11	Creating a Shot List <ul style="list-style-type: none"> • Keeping Track of Continuity • Shooting B-Roll • Transitions <p>Go over storyboards in class</p>	DUE: <ul style="list-style-type: none"> • Pre-Production for Final: Storyboards Assign: Pre-Production for Final: Shot List/Location Scouting
12	Proper workflow for Final Releases for talent and copyright issues Rules for use and attribution AE: Text in AE, making proper credits	DUE: Pre-Production for Final: Shot List/Location Scouting Assign: Production for Final: Start Film Shooting
13	Continued work on final project, in-class editing AE Tips: Working with 3D and Live Action	
14	Final Cut Due – Watch During Class Final Cut Due – Watch During Class	
15	FINAL EXAM (Cumulative Exam)	http://registrar.ufl.edu/soc/201701/finalexamsched.html

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 (online resource for latest industry work)
2. 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

The total course fee for each course is listed on the UF Schedule of Courses.

[\(https://registrar.ufl.edu/soc/\)](https://registrar.ufl.edu/soc/).

EVALUATION OF GRADES

Assignment	Total Points	Percentage of Grade
Attendance/Participation – 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%
Quizzes – The class will have several quizzes	150	15%
Weekly Assignments + Projects - 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%
Final Project –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%
Final Exam – 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

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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 University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Students are required to access electronic forms of information, submit assignments and communicate with other students and faculty electronically. DW requires each student’s mobile computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Computer Requirements

<http://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/new-student-buyers-guide/>

LECTURE RECORDINGS

High-quality video lecture recordings of this course are available only for enrolled students. These video recordings are edited and posted within 24-48 hours of the class meeting for the benefit of the

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Your Own Time students and to offer the potential for review by on-campus and Real-Time students. For campus and Real-Time students, watching lectures in lieu of attending and participating in class is NOT acceptable.

All video lectures are uploaded within 24-48 hours to the students Canvas, and are available for students to view by logging into [e-Learning](#).

COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through UF e-Learning. <http://elearning.ufl.edu/>

COURSE TECHNOLOGY SUPPORT:

The [Technology Support Center](#) provides computer support for Digital Worlds students who access Visimeet, lecture recordings, student equipment, facilities and other technology-based resources. <http://digitalworlds.ufl.edu/support>

For computer assistance related to Visimeet, lecture recordings, student equipment, and facilities request please [Submit a Help Ticket](#) or email support@digitalworlds.ufl.edu.

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the [UF Computer Help Desk](#) available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

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](#) 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) 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>

ONLINE COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing [online evaluations](#). 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 [evaluation results](#).

CAMPUS RESOURCES

HEALTH AND WELLNESS

U Matter, We Care

If you or a friend is in distress, please contact 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. <https://lss.at.ufl.edu/help.shtml>.

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

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

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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

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.