COURSE NUMBER: DIG3526C  
CREDIT HOURS: 3.0

SEMESTER/YEAR: SPRING 2019  
CLASS LOCATION: NRG 0120

INSTRUCTOR: CHELSEA CANTRELL  
OFFICE LOCATION/HOURS:

CONTACT PHONE: (352) 294-2000  
CONTACT EMAIL: CANVAS

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.
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/](http://www.registrar.ufl.edu/soc/)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments/Quizzes</th>
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</table>
| 1    | Class Overview:  
- Goals of Class  
- LETS BUILD  
- Project 1  
Attached Breakdown of work | Assign: Project 1: Star Wars Project 1 (Explore) |
| 2    | Fundamentals of Film and Video  
- 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:  
- 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:  
- 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 | DUE: Project 3: Yolanda Rough Edit 2 |
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>6</td>
<td>Lighting Workshop</td>
<td>DUE: Project 4: Capture an Object (shot composition)</td>
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<td></td>
<td>• Lighting Principles</td>
<td>Assign: Project 5: Lighting Exercise</td>
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<td>• On-stage demo of lighting setup</td>
<td>Reading (Announced in Class, next week discussion)</td>
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<td>• Lighting for the green screen</td>
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<td>Guerrilla techniques for achieving better lighting</td>
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<td>7</td>
<td>Quiz 2: Camera and Lighting (Additional Prem. Pro), Readings</td>
<td>DUE: Project 5 Lighting Exercise</td>
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<td>Compositing</td>
<td>Assign: Project 6: Yolanda Keying Exercise</td>
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<td>• After Effects</td>
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<td></td>
<td>• Editing</td>
<td>Reading (Announced in Class, next week discussion)</td>
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<td>• Keyings – Chroma, Luma:</td>
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<td></td>
<td>• Using a Green Screen</td>
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<td>Color and Mood</td>
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<td></td>
<td>• Color grading for style</td>
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<td></td>
<td>AE: Compositing, Color Correction, Track Mattes, Keying</td>
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<td>8</td>
<td>Principles of Sound</td>
<td>DUE: Project 6: Green Screen Keying</td>
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<td></td>
<td>• DB level, Meters</td>
<td>Reading (Announced in Class, next week discussion)</td>
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<td></td>
<td>• Foley, FX, Music and ambient</td>
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<td></td>
<td>• Diegetic and non-diegetic sounds</td>
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<td></td>
<td>AA: Overview of Adobe Audition. Editing sound in Premiere</td>
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<tr>
<td>9</td>
<td>Quiz 3: Compositing and Sound, Readings</td>
<td>Reading (Announced in Class)</td>
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<td></td>
<td>Writing a Treatment</td>
<td>Assign:</td>
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<td></td>
<td>• Brain Storming Exercise</td>
<td>Pre-Production for Final Project:</td>
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<td></td>
<td>Script Writing Fundamentals</td>
<td>Treatment/Script</td>
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### Required Textbooks and Software:

1. A collection of required readings will be available online through Canvas as .pdfs
2. Lynda.com, Online Photoshop tutorial (FREE access for UF students)

### Recommended Materials:

2. www.motionographer.com (online resource for latest industry work)
3. www.videocopilot.com (online resource for tutorials)
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

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total Points</th>
<th>Percentage of Grade</th>
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<tbody>
<tr>
<td>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.</td>
<td>100</td>
<td>10%</td>
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<td>Quizzes – The class will have several quizzes</td>
<td>150</td>
<td>15%</td>
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<tr>
<td>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.</td>
<td>350</td>
<td>45%</td>
</tr>
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<td>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.</td>
<td>250</td>
<td>25%</td>
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GRADING SCALE:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>% Equivalency</th>
<th>GPA Equivalency</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>94 – 100%</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 93%</td>
<td>3.67</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>84 – 86%</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 83%</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79%</td>
<td>2.33</td>
</tr>
<tr>
<td>C</td>
<td>74 – 76%</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 73%</td>
<td>1.67</td>
</tr>
</tbody>
</table>
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.

In our course, attendance for On-Campus and RT On-Line students is mandatory. Students are allowed **three unexcused absences**. If you miss more than **three classes** during the semester, each additional absence will lower your overall grade by **100 points**. If you miss more than **six classes**, you will fail the course. Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which you must provide appropriate documentation in advance of the absence.

#### MAKE-UP POLICY

Every assignment has a 4-day grace period. Anything late beyond 4 days after the due date will result in a 0. No resubmits. Excluded from this policy are any assignments missed due to medical emergencies.

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

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 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)
DIG3526C – DPS 2

Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). [http://www.police.ufl.edu/](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](https://lss.at.ufl.edu/help.shtml).


Library Support, [http://cms.uflib.ufl.edu/ask](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/](http://teachingcenter.ufl.edu/)


Student Complaints Campus: [https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)


*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.*