DESIGN AND PRODUCTION STUDIO 2 (DPS 2)

COURSE NUMBER: DIG3526C	**CREDIT HOURS:** 3.0
SEMESTER/YEAR: SUMMER B/2019	**CLASS LOCATION:** ORC 0120
	CLASS MEETING TIME(S): MON – FRI 3:30 PM-4:45 PM FINAL EXAM FRIDAY AUGUST 9 3:30 PM-4:45 PM
INSTRUCTOR: DARIUS BROWN	**OFFICE LOCATION/HOURS:**
	CONTACT EMAIL: CANVAS INBOX
CONTACT PHONE: (352) 294-2000	**COURSE WEBSITE:** ELEARNING.UFL.EDU

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

None

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

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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	Topic	Assignments/Quizzes
1 L1 L2 D1 Q1	• Class Overview: o Goals of Class o Canavs Structure o View final Cuts • LETS BUILD o Project 1 Attached Breakdown of work Fundamentals of Film and Video with examples • Key Principles • Types of Cinema • Types of shots • History and terms of Cinema • Frame Rate, Resolution, Pixel Aspect Ratio, Letterbox and Pillar box • Progressive vs. Field Reference Work Pipeline Overview PP: Importing images, simple video and sound editing, exporting	**Assign: Download Explore Edit Stock footage Setup PP Shot Selection** Reading (Announced in Class, next week discussion) **Assign: Project 1: Edit stock Rough Edit 1** **Quiz 1: 10 questions based on lectures**
2 L1 L2 D1 D2 Q2	**History, Terms, Editing, Adobe software, Readings** Understanding Editing Part 1: • Cut Styles • Script Analysis • Scene Sequence – Relationships • Transitions • Tone Understanding Editing Part 2: • Duration • Scope • Tempo • Shot Composition • Angles Reference Work	**DUE: Project 1: Download Explore Edit Stock footage** Reading (Announced in Class, next week discussion) **DUE: Project 2: EditStock Exercise 1** **Assign: Project 2: EditStock Exercise 2** Reading (Announced in Class, next week discussion) **Quiz 2: 10 questions based on lectures**

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	PP: Editing methods in Premiere Pro	
3 L1 L2 D1 D2 Q3	**Cameras - STUDIO** • Aperture, Shutter Speed, ISO • 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 Lighting Workshop Part 1 • Lighting Principles • On-stage demo of lighting setup • Lighting for the green screen Lighting Workshop Part 2 • Lighting Principles • On-stage demo of lighting setup Lighting for the green screen	**Assign: Project 3: Lighting Exercise 1** **DUE: Project 2: EditStock Exercise 2** **Quiz 3: 10 questions based lectures** Reading (Announced in Class, next week discussion)
4 L1 L2 D1 D2 Q4	**Camera and Lighting (Additional Prem. Pro), Readings** Compositing • After Effects • Editing • Keying types – Chroma, Luma: • Using a Green Screen Color and Mood • Color grading for style AE: Compositing, Color Correction, Track Mattes, Keying Principles of Sound • DB level, Meters • Foley, FX, Music and ambient • Diegetic and non-diegetic sounds Editing sound in Premiere	**DUE: Project 3: Lighting Exercise 1** **Assign: Project 4: Edit stock Keying Exercise** **Assign: Pre-Production for Final: Treatment/Scripts/storyboard/logline** Reading (Announced in Class, next week discussion) **Quiz 4: 10 questions based on lectures**
5	**Compositing and Sound, Readings** Writing a Treatment	Reading (Announced in Class, next week discussion) **DUE:**

L1	• Brain Storming Exercise Script Writing Fundamentals	**DUE: Pre-Production for Final:** **Treatment/Scripts/storyboard**
L2	Continue work on Treatment/Script	**Due: Project 4: Edit stock Keying Exercise**
D1	PP: Importing and organizing footage Visualizing Your Film • Storyboarding • Location Scouting Meta Tagging Creating a Shot List • Keeping Track of Continuity • Shooting B-Roll	**Assign: Final Project**
D2	• Transitions	Reading (Announced in Class, next week discussion)
Q6	Go over storyboards in class	**Quiz 5: 10 questions based on lectures**
6 L1	Proper workflow for Final Releases for talent and copyright issues Rules for use and attribution	**DUE: Project 4: Capture an Object (shot composition)**
L2	AE: Text in AE, making proper credits	**DUE: Pre-Production for Final: Shot List/Location Scouting**
D1	Continued work on final project, in-class editing	
D2	AE Tips: Working with 3D and Live Action Final Cut Due – Watch During Class **FINAL EXAM (Cumulative Exam)**	**Quiz 6: 10 questions based on lectures/readings** Final Project Due **http://registrar.ufl.edu/soc/201701/finalexamsched.html**

REQUIRED TEXTBOOKS AND SOFTWARE:

1. A collection of required readings will be available online through Canvas as .pdfs
2. https://www.linkedin.com/learning 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=PLgFFLspkf_gzGJU32KO8mg0eTKwuXvPE7 *(PremiereProCC Tutorials)*
6. *https://vimeo.com/groups/freehd/videos (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/).

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	20%
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	45%
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%

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.

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

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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 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:

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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/

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.