

ADVANCED DESIGN AND PRODUCTION STUDIO

COURSE NUMBER: DIG4905	CREDIT HOURS: 3.0
SEMESTER/YEAR: FALL/2019	CLASS LOCATION: GYM 207
	CLASS MEETING TIME(S): TUE 9:35 AM-11:30 PM, THUR 10:40 AM-11:30 PM FINAL EXAM THURSDAY DECEMBER 14 9:00AM
INSTRUCTOR: DARIUS BROWN	OFFICE LOCATION/HOURS:
	CONTACT EMAILS: CANVAS INBOX
CONTACT PHONE (352) 294-2000	COURSE WEBSITE: ELEARNING.UFL.EDU

COURSE DESCRIPTION

This course will explore the advanced creative production time-based media techniques using digital video and effects in a studio environment. Emphasis on advanced video concepts, camera 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

Design and Production 2

Skills/Software

NLE Video Editing
 Photography
 Basic Videography
 Premiere Pro
 After Effects
 Photoshop
 Illustrator

PURPOSE OF COURSE

To introduce students to digital audio and advanced 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. Mastery of studio etiquette and working collaboratively with others
3. Use 2D/3D compositing software to develop visual effects.
4. Apply cinematic composition techniques to advance and compliment a story.
5. Learn advanced color correction techniques for video post-production workflows
6. Identify and effectively utilize lighting instruments for cinematic effect.
7. Describe characteristics of well-designed and executed production.
8. Demonstrate skills in the use of industry standard tools.
9. Using advanced camera operation techniques

COURSE SCHEDULE:

The course incorporates lectures, in-class exercises, quizzes, exams, group projects, and individual 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. All assignments and projects will be explained in detail as the course progresses. Thursdays will be “Demo/Lab days” reserved for in-class demonstrations and studio lab time to work on assignments and projects. Tuesdays will be reserved for lab does.

Commit your time. Students will be expected to spend quality (and no doubt quantity) time each week preparing for class. Studio time will be available during class for project work and homework assignments. All homework assignments will have firm deadlines and are to be submitted online through the Canvas assignment (unless otherwise indicated). There's a fair amount of self-motivated work to be done in this class, and if you don't build it into your schedule, there is a good chance you will fall behind very quickly.

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
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<p>1</p>	<p>Class Overview:</p> <ul style="list-style-type: none"> ○ Goals of Class ○ Expectations from Students ○ Think about final ideas now ● Studio Etiquette <ul style="list-style-type: none"> ○ Safety ○ Class Calendar <p>Attached Breakdown of work Fundamentals of Film and Video with examples</p> <ul style="list-style-type: none"> ● Key Principles ● Types of Cinema ● History and terms of Cinema ● Frame Rate, Resolution, Pixel Aspect Ratio, Letterbox and Pillar box <p>Pipeline Overview PP: Importing images, simple video and sound editing, exporting</p>	<p>Starter Assign 1: Download Explore Edit Stock footage and Create Behanced Page</p> <p>Pre knowledge Assessment. (Ungraded quiz)</p> <p>Participation: Assign: Weekly Gif 1</p>
<p>2</p>	<p>History, Terms, Editing, Adobe software, Readings</p> <p>Understanding Editing Part 1:</p> <ul style="list-style-type: none"> ● Story/Communication ● Cut Styles ● Scene Sequence – Relationships ● Transitions <p>Understanding Editing Part 2:</p> <ul style="list-style-type: none"> ● Duration ● Scope ● Tempo ● Shot Composition ● Angles ● Juxtaposition <p>Reference Work PP: Importing and organizing footage PP: Editing methods in Premiere Pro</p>	<p>DUE: Project 1: Download Explore Edit Stock footage</p> <p>Assign 2: Project 1: EditStock New Story Edit</p> <p>Participation: Assign: Weekly Gif 2</p>
<p>3</p>	<p>Cameras - Studio Lighting</p> <ul style="list-style-type: none"> ● Anatomy ● Aperture, Shutter Speed, ISO ● Focal Point ● Camera Production Workshop in the studio ● Using a tripod, stabilizing shots ● Focus, White Balance, Media Capture Settings ● ENG Camera vs DSLR 	<p>Participation: Assign: Weekly Gif 3</p> <p>DUE: Assign 2: Project 1: EditStock New Story Edit</p> <p>Assign 3: Project 2: Lighting Exercise</p>

	<ul style="list-style-type: none"> ● PP: More editing methods in Premiere Pro <p>Advanced Lighting Workshop Part 1</p> <ul style="list-style-type: none"> ● Lighting Principles ● On-stage demo of lighting setup ● Lighting for the green screen 	<p>Quiz 1: 10-15 questions based on Previous lecture</p>
4	<p>Cameras - Studio Lighting Continued</p> <ul style="list-style-type: none"> ● Aperture, Shutter Speed, ISO ● Focal Point ● 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 <p>Advanced Lighting Workshop Part 2</p> <ul style="list-style-type: none"> ● Lighting Principles ● On-stage demo of lighting setup ● Lighting for the green screen 	<p>Participation: Assign: Weekly Gif 4</p> <p>DUE: Assign 3: Project 2: Lighting Exercise</p>
5	<p>Camera Operation</p> <p>Camera Production Workshop in the studio</p> <ul style="list-style-type: none"> ● Understanding Panning, Zoom, Tilt, Part 1: <ul style="list-style-type: none"> ○ Purposeful Usage ○ Mastering Technical Execution ● Understanding Panning, Zoom, Tilt, Do: Part 1 (Advanced camera movement:) <ul style="list-style-type: none"> ○ Equipment ○ Purposeful Usage ○ Mastering Technical Execution 	<p>Participation: Assign: Weekly Gif 5</p> <p>Assign 4: Project 3: Camera Operation (Group)</p>
6	<p>Camera Operation Continued</p> <p>Camera Production Workshop in the Out of Studio</p> <ul style="list-style-type: none"> ● Understanding Panning, Zoom, Tilt, Part 3: <ul style="list-style-type: none"> ○ Equipment ○ Purposeful Usage ○ Mastering Technical Execution 	<p>Participation: Assign: Weekly Gif 6</p>

	<ul style="list-style-type: none"> ● Understanding Panning, Zoom, Tilt, Do: Part 4 (Advanced camera movement:) <ul style="list-style-type: none"> ○ Purposeful Usage ○ Mastering Technical Execution 	<p>DUE: Assign 4: Project 3: Camera Operation (Group)</p> <p>Quiz 2: 10-15 questions based on Previous lectures</p>
7	<p>Lighting & Color Theory Color and Mood</p> <ul style="list-style-type: none"> ● Color Theory ● Color grading for style <p>AE: Color Correction and Color Grading</p>	<p>Participation: Assign: Weekly Gif 7</p> <p>Assign 5: Project 4: Color Theory Challenge</p>
8	<p>Compositing Compositing</p> <ul style="list-style-type: none"> ● After Effects ● Editing ● Keying – Chroma, Luma: ● Using a Green Screen ● Motion Compositing Tracking 	<p>Participation: Assign: Weekly Gif 8</p> <p>DUE: Assign 5: Project 4: Color Theory Challenge</p> <p>Assign 6: Project 5: Keying Composite</p>
9	<p>Sound and Audio What is Sound?</p> <ul style="list-style-type: none"> ● Characteristics ● Equipment ● Applying to Video ● Sound Engineering on set <p>Capture Audio Demo</p> <ul style="list-style-type: none"> ● Foley ● Dialogue ● Hand held 	<p>Participation: Assign: Weekly Gif 9</p> <p>Assign 7: Project 6: Green Screen Interview (Group)</p> <p>DUE: Assign 6: Project 5: Keying Composite</p> <p>Quiz 3: 10-15 questions based on Previous lectures</p>
10	<p>Final Project Overview & Announcement Writing a Treatment</p> <ul style="list-style-type: none"> ● Brainstorming Exercises ● Expectations ● Grouping <p>Script Writing Fundamentals Visualizing Your Film with Preproduction</p> <ul style="list-style-type: none"> ● Storyboarding ● Location Scouting ● Meta Tagging <p>Creating a Shot List</p> <ul style="list-style-type: none"> ● Keeping Track of Continuity ● Shooting B-Roll ● Transitions <p>Go over storyboards in class</p>	<p>Participation: Assign: Weekly Gif 10</p> <p>DUE: Assign 7: Project 6: Green Screen Interview (Group)</p> <p>Assign 8: Pre-Production for Final:</p> <ul style="list-style-type: none"> ● Pre-Production <ul style="list-style-type: none"> ○ Treatment/Script ○ Storyboarding ○ Location Scouting

		o Reference
11	<p>Proper workflow for Final Releases for talent and copyright issues Rules for use and attribution</p> <p>Continued work on final project, in-class editing, filming.</p> <p>Continue work on Treatment/Script</p> <p>Inclass Workshops</p>	DUE: Assign 8: Pre-Production for Final:
12	<p>Continued work on final project, in-class editing, filming.</p> <p>Continue work on Treatment/Script</p> <p>Inclass Workshops</p>	<p>Quiz 4: 10-15 questions based on Previous Lectures Participation: Assign: Weekly Gif 10 DUE: Pre-Production for Final: Treatment/Scripts</p> <p>Assign: Pre-Production for Final: Storyboards</p>
13	<p>Continued work on final project, in-class editing, filming.</p> <p>Continue work on Treatment/Script</p> <p>Inclass Workshops</p>	Assign: Pre-Production for Final: Shot List/Location Scouting
14	<p>Continued work on final project, in-class editing, filming.</p> <p>Continue work on Treatment/Script</p> <p>Inclass Workshops</p>	<p>DUE: Pre-Production for Final: Shot List/Location Scouting</p> <p>Assign: Production for Final: Start Film Shooting</p>
15	<p>Continued work on final project, in-class editing, filming.</p> <p>Continue work on Treatment/Script</p> <p>Inclass Workshops</p>	
16	Watch and Present finals in class.	Students Present in class
17	<u>FINAL EXAM (Cumulative Exam)</u>	<p>Quiz 5: 10-15 questions based on Previous lectures</p> <p>https://registrar.ufl.edu/soc/201908/finalexamsched</p>

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. **100 GB External Hard Drive for stock footage**
2. www.motionographer.com (online resource for latest industry work)
3. www.videocopilot.com (online resource for tutorials)
4. <http://tv.adobe.com/> (online resource for tutorials)
5. <https://vimeo.com/search/page:1/sort:likes/format:thumbnail?type=videos&q=premiere+pro>
(Edited Video Examples for inspiration on Vimeo)
6. https://www.youtube.com/playlist?list=PLgFFLspkf_gzGJU32KO8mg0eTKwuXvPE7 (PremiereProCC Tutorials)
7. <https://vimeo.com/groups/freehd/videos> (Free Stock footage)
8. Adobe Creative Suite 2019
9. Personal HD camera (Phone, DSLR, etc). It is encouraged that students bring their personal camera to every DEMO (Thursday) day.

COURSE FEE:

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.	200	15%
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.	800	45%

Each student will be required to post a weekly critique of their classmates’ work on CANVAS.		
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

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:

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. ⁽¹⁾_(SEP)

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.