DIG3526C DESIGN AND PRODUCTION STUDIO 2 (DPS 2)

Instructor
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Email
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Office Location
REVE SOHO

Office Hours
TBD (Info will be on Canvas)

Course Number
DIG3526C

Semester/Year
Spring 2020

Course Credits
3 credits

Course Location
NRG 120 (ORC)

Course Meeting Times
Class 12483 Section 2DP1:
MON Periods 5/6
WED Period 6

Class 12484 Section 2DP2:
TUES Periods 5/6
THUR Period 5-6

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.

Pre-Requisites
DPS 1 (Unless student is given University special permission)

Objectives: By the end of this course, students will be able to:

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

Required Materials

- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe After Effects

Recommended Materials

- External Hard drive of at least 100 GB
- https://www.linkedin.com/learning
- www.motionographer.com (*online resource for latest industry work*)
- www.videocopilot.com (*online resource for tutorials*)
- https://www.youtube.com/playlist?list=PLgFFLspkf_gzGJU32KO8mg0eTKwu: (PremiereProCC Tutorials)
- https://vimeo.com/groups/freehd/videos (Free Stock footage)

Course Schedule

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

Week	Subject	Assignment/Quizzes	Assignments Due
Week 1	Class Overview: Goals of Class Canavs Structure View Edit Stock final Cuts	Download Explore Edit Stock footage Setup PP Shot Selection Create a Behanced Page	Weekly Gif 1
Week 2	Fundamentals of Film and Video: Key Principles Types of Cinema Types of shots History and terms of Cinema	Project 1: Edit stock Rough Edit 1	Weekly Gif 2
Week 3	Building blocks of Film & Editing:1 Module 1 Recap Role of the Editor Kuleshove effect & The Psychology of Film Editing Elements of Editing Class Assignment Review (Graphical & Temporal Relationship)	Quiz 1 (W1-W3): 10 questions based on lectures/readings	Weekly Gif 3
Week 4	Building blocks of Film & Editing:2 Week 3 Review Time, Pace, Feeling Rhythmic Relationship Role of the editor	Project 2: Shot Type in short video	Weekly Gif 4
Week 5	Camera: Anatomy (Camera Basics: Anatomy): Basic camera Anatomy Aperture, Shutter Speed, Sensor		Weekly Gif 5
Week 6	Camera Basic: Exposure and Frame rate: Module 4 Recap Exposure Triangle Transitioning from photography to videography Module 5 Assign Overview Transitioning from photography to videography	Quiz 2 (W4-W6): 10 questions based on lectures/readings	Weekly Gif 6
Week 7	Lighting 1: 3 Point lighting Practical	Project 3: Lighting Exercise 3	Weekly Gif 7

Week	Subject	Assignment/Quizzes	Assignments Due
	Ambient Tools		
Week 8	**Lighting 2: Green Screen and Prep and Lighting:** Post Production VFX Compositing	Project 4: Keying Exercise 4	Weekly Gif 8
Week 9	• **Chroma Keying & basic compositing:** • Post Production • VFX Compositing o Masking o Color Correction o Image building o Color Theory and Color Scheme	Quiz 3 (W7-W9): 10 questions based on lectures/readings	
Week 10	Audio and Sound Design 1 • DB level, Meters • Foley, FX, Music and ambient • Diegetic and non-diegetic sounds		Weekly Gif 9
Week 11	Audio and Sound Design 2 Sound Editing In Premiere	Final Project Pre-Production1: Treatment, Document, and Pitch	
Week 12	Pre Production and Planning Pipeline Overview Copyright Writing a Treatment	Progress Report 1	Weekly Gif 10
Week 13	Final Project Prep 1 Presenting Idea	Quiz 4 (W1-M12): 10 questions based on lectures/readings	
Week 14	Final Project Prep 2	Progress Report 2	
Week 15	In class Work		
Week 16	Final Presentation	Final film Project Due	

Evaluation of Grades

Assignment	Total Points	% 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.	335	15%
Weekly Gifs – Weekly projects are due a week after the day they are posted unless otherwise noted. These projects will be quick mini production assignments that should be able to be completed in one day.	200	15%
Four **Quizzes**, the first three valued at 5% of the final grade and the 4th quiz at 10%	120	15%
Projects/Assignments – Projects/Assignments 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 critique of their classmates' work on CANVAS	400	30%
Final Group 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.	200	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

Letter Grade	% Equivalency	GPA Equivalency
D-	60 – 63%	.67
E, I, NG, S-U, WF	0 – 59%	0.00

More information on grades and grading policies is here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Materials and Supply Fees
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 $0.00.

The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/).

Course Polices

Attendance Policy, Class Expectations, and Make-Up Policy
We value participation more than mere attendance. The 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. Interaction with your peers and the instructor will empower you to greater achievement.

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.**

Each assignment for this course will have late penalties outlined within the assignment's rubric. The later the assignment the more points are deducted from the assignment grade. Weekly GIF assignments that are late beyond 4 days after the due date will result in a 0. Resubmission for Weekly GIFs will not be accepted. 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/UGRD/academic-regulations/attendance-policies/

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.

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. Digital Worlds requires each student's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Technology Requirements: https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/

Course Communications
Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Course Technology Support

The Technology Support Center provides computer support for Digital Worlds students who access Zoom, lecture recordings, student equipment, facilities and other technology-based resources. http://digitalworlds.ufl.edu/support

For computer assistance related to Zoom, 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 Computing 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 which 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-conduct-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, https://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

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Campus Resources

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, and 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 at 392-1111 (or 9-1-1 for emergencies), or http://www.police.ufl.edu/.

E-learning Technical Support

352-392-4357 (select option 2) or e-mail to Learning- learning-support@ufl.edu

Career Connections Center

Reitz Union, 392-1601. Career assistance and counseling. https://career.ufl.edu

Library Support

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

Teaching Center
Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/

Writing Studio
2215 Turlington Hall, 846-1138. Help brainstorming, formatting, and writing papers.
http://writing.ufl.edu/writing-studio/

Student Complaints Campus
http://regulations.ufl.edu/wp-content/uploads/2012/09/1.0063.pdf

Online 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.