

# DIG4552 ADVANCED DESIGN AND PRODUCTION STUDIO

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**Instructor**

Darius Brown

**Phone**

(352) 294-2000

**Email**

Canvas Mail

**Office Location**

OLD NORMAN GYM  
REVE

**Office Hours**

Wednesdays 10 – 11 PM

**Course Number**

DIG4552

**Semester/Year**

Fall 2021

**Course Credits**

3 credits

**Course Location**

ORC 120  
GYM 207

**Course Meeting Times**

TUE Period 7  
1:55 PM - 2:45 PM  
THURS Periods 7/8  
1:55 PM - 3:50 PM

**Course Description**

Advanced Design and Production Studio explores the advanced creative production time-based media techniques using digital video and effects in a physical and virtual studio environment. This course will focus on advanced video techniques using the Adobe Creative Suite. Students will participate in the creation of two major collaborative group projects and one Final project.

**Pre-Requisites**

Design and Production 2

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

- Use non-linear editing software to organize and sequence images efficiently
- Experience studio etiquette training and work collaboratively with others
- Manage two dimensional and three-dimensional compositing software to develop visual effects
- Apply cinematic compositing techniques to advance and complement a story
- Learn advanced color correction techniques for video post-production workflows
- Identify and effectively utilize physical and virtual lighting instruments
- Describe characteristics of well-designed and executed production
- Use advanced camera operation techniques

**Required Materials**

- **At least 100 GB External Hard Drive for stock footage**
- **Camera (Consumer or Phone)**

**Recommended Materials**

- **Maxon ONE Plugins (Free)**
- [www.motionographer.com](http://www.motionographer.com) (*online resource for latest industry work*)
- [www.videocopilot.com](http://www.videocopilot.com) (*online resource for tutorials*)
- <http://tv.adobe.com/> (*online resource for tutorials*)
- [https://www.youtube.com/playlist?list=PLgFFLspkf\\_gzGJU32KO8mg0eTKwu](https://www.youtube.com/playlist?list=PLgFFLspkf_gzGJU32KO8mg0eTKwu) (*PremiereProCC Tutorials*)
- Adobe Creative Suite 2020
- Personal HD camera (Phone, DSLR, etc). It is encouraged that students bring their personal camera to every DEMO (Thursday) day

## 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: <ul style="list-style-type: none"> <li>○ Goals of Class</li> <li>○ Expectations from Students</li> <li>○ Think about final ideas now</li> <li>● Studio Etiquette and Management               <ul style="list-style-type: none"> <li>○ Safety</li> <li>○ Class Calendar</li> </ul> </li> </ul>	Starter Assign 1: Create Behanced Page Pre knowledge Assessment. (Ungraded quiz) Assign: Gif 1	Pre knowledge Assessment. (Ungraded quiz)
Week 2	Title Sequence the art of Introduction: Mastery of Editing (DEMO):	Assign 2: Title Sequence	Starter Assign 1: Create Behanced Page Pre knowledge Assessment. Assign: Gif 1
Week 3	Cameras - Studio Lighting <ul style="list-style-type: none"> <li>● Lighting Principles</li> <li>● Lighting for the green screen</li> </ul>	Assign: Gif 2 Project Assignment 1	
Week 4	Studio Lighting Continued <ul style="list-style-type: none"> <li>● Lighting Principles</li> <li>● Lighting for the green screen</li> </ul>	Quiz 1: 10-15 questions based on Previous lectures	Assign: Gif 2
Week 5	Camera Operation Camera Production Workshop in the studio <ul style="list-style-type: none"> <li>● Understanding Panning, Zoom, Tilt, Do: Part 1                (Advanced camera movement:)               <ul style="list-style-type: none"> <li>○ Equipment</li> <li>○ Purposeful Usage</li> </ul> </li> </ul> Mastering Technical Execution	Assign: Gif 3	Assign 2 Title Sequence
Week 6	Camera Operation Continued Camera Production Workshop in the studio	Project Assignment 2	Assign: Weekly Gif 3
Week 7	Chroma Key Production & Compositing Using chroma Key techniques to create photorealistic environments.	Assign: Gif 4	Project Assignment 1  Assign: Gif 4
Week 8	Compositing Continued Using tracking and Rotoscoping techniques	Quiz 2: 10-15 questions based on Previous lectures	

<b>Week</b>	<b>Subject</b>	<b>Assignment/Quizzes</b>	<b>Assignments Due</b>
Week 9	Sound and Audio Capture Audio Demo <ul style="list-style-type: none"> <li>• Foley</li> <li>• Dialogue</li> <li>• Handheld</li> </ul>	Assign: Gif 5	
Week 10	Sound and Audio Continued Capture Audio Demo <ul style="list-style-type: none"> <li>• Foley</li> <li>• Dialogue</li> </ul> Handheld		Assign: Gif 5
Week 11	Final Project Prep Writing a Treatment <ul style="list-style-type: none"> <li>• Brainstorming Exercises</li> <li>• Expectations</li> <li>• Grouping</li> </ul>	Assign: Gif 6	
Week 12	Final Project Prep Script Writing Fundamentals Visualizing Your Film with Preproduction <ul style="list-style-type: none"> <li>• Storyboarding</li> <li>• Location Scouting</li> <li>• Meta Tagging</li> </ul>	Quiz 3: 10-15 questions based on Previous lectures	Assign: Gif 6
Week 13	Final Project Prep Creating a Shot List <ul style="list-style-type: none"> <li>• Keeping Track of Continuity</li> <li>• Shooting B-Roll</li> <li>• Transitions</li> </ul> Go over storyboards in class	Call Sheet	Call Sheet
Week 14	Final Project Prep Continued work on final project, in-class editing, filming.  Continue work on Treatment/Script In-class Workshops	Finalize Treatment	
Week 15	Final Project Prep Continued work on final project, in-class editing, filming.  In-class Workshops	Rough Cut	
Week 16	Final Project Prep Continued work on final project, in-class editing, filming.  In-class Workshops		Final Project Due

## Evaluation of Grades

Assignment	Total Points	% of Grade
<b>Class Participation and Attendance</b> – Students are expected to attend class via the option elected during registration. On-Campus students must be present on-campus during class time. There will be several of in class assignments that included in the final average of Class Participation and Attendance grading.	200	15%
<b>Weekly Assignments &amp; Projects</b> – Weekly projects are due before the Sunday session of each week by 11:59PM unless otherwise noted. The work will be uploaded to CANVAS. Two major group projects will be assign through the semester.	200	45%
<b>Three quizzes</b> , each are valued at 5% of the final grade.	150	15%
<b>Final Project</b> – 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 – 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 Policies

### 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.

The instructor expects that all students attend class with their personal computers. This course will require many in-class demos. Attending class on a cell phone will not be counted as full attendance or participation points. Students may be required to screen share during in-class demos and activities.

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](#)

### **Course Communications**

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

To establish on community between our "Online" and "Digital Campus students", we will be using Canvas discussions for workshops, inspiration, and help on inclass and outside class assignments. It is expected that all students handle the Canvas discussions with maturity and respect.

### **Course Recordings**

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### Creation of Original Content Ethics

For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subject for fictional purpose may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right to not show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. We encourage students to consult with their faculty when producing work that might be considered controversial, and to err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

## 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 Zoon, lecture recordings, student equipment, and facilities request please [Submit a Help Ticket](#) or email [support@digitalworlds.ufl.edu](mailto: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](mailto: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 who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs, 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. [Click here for guidance on how to give feedback in a professional and respectful manner.](#) 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 [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). [Summaries of course evaluation results are available to students here.](#)

## **Campus and Academic Resources**

**U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

**Counseling and Wellness Center:** [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

**Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website.](#)

**University Police Department:** [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

**UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

**E-learning technical support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

**Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

**Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

**Student Complaints On-Campus:** [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

**On-Line Students Complaints:** [View the Distance Learning 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.*