

**Course Outline for PHTO 58**

**INTRODUCTION TO VIDEOGRAPHY**

**Effective: Fall 2018**

**I. CATALOG DESCRIPTION:**

PHTO 58 — INTRODUCTION TO VIDEOGRAPHY — 3.00 units

Introduction to the theory and practice of video production and desktop video editing including project production phases, time-based visual and sound design, digitizing footage, video output issues, working creatively in a collaborative environment, industry standards, using a Macintosh computer platform.

2.00 Units Lecture 1.00 Units Lab

**Grading Methods:**

Letter or P/NP

**Discipline:**

- Photography

	<b>MIN</b>
<b>Lecture Hours:</b>	36.00
<b>Expected Outside of Class Hours:</b>	72.00
<b>Lab Hours:</b>	54.00
<b>Total Hours:</b>	162.00

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1**

**III. PREREQUISITE AND/OR ADVISORY SKILLS:**

**IV. MEASURABLE OBJECTIVES:**

**Upon completion of this course, the student should be able to:**

- A. Identify essential roles, phases, and tools for editing a video project
- B. Organize, prioritize, and plan sequences of tasks related to video editing project
- C. Use a major video editing program to produce completed compositions combining video, sound, and titles
- D. Assemble video and sound clips based on an edit-decision list (EDL)
- E. Evaluate the efficacy of a video/sound composition
- F. Apply effective communication skills in order to work creatively on a small project team
- G. Define major ethical and aesthetic issues in post production business today
- H. Assemble sound, graphics, and typography into a video composition

**V. CONTENT:**

- A. Overview
  1. Roles, projects and process of editing
  2. Business, educational, and cultural opportunities in video editing
  3. Introduction to desktop editing systems
  4. Working creatively in collaborative environment
- B. Concepts
  1. Time-based visual and sound design
  2. Layered Audio
  3. Offline v. online editing
- C. Preproduction
  1. Project planning
  2. Writing video script
  3. Writing a simple storyboard
- D. Production Theory
  1. Introduction to lighting issues
  2. Shooting videos
    - a. Basic cinematography issues
  3. Analog v. digital video
  4. Examine different regional video standards
- E. Post-Production/Editing
  1. Digitizing footage
  2. Importing clips

3. Setting inpoints/outpoints, working in timeline v. monitor
  4. Superimpositions, alpha channels, motion settings, filters
  5. Text-typography and text-animation
  6. Graphics
    - a. File formats
    - b. Image editing
  7. Delivery media
    - a. Videotape
    - b. DVD
    - c. Film
    - d. Web
- F. Final Considerations

#### VI. METHODS OF INSTRUCTION:

- A. **Lab** -
- B. **Observation** -
- C. **Projects** -
- D. Teamwork drills – group problem solving
- E. Guest lecturers from the field: video editing, sound designing, film making
- F. Simulation of industry environment of multimedia projects
- G. **Lecture** -
- H. **Demonstration** -
- I. **Field Trips** -
- J. **Discussion** -
- K. Peer reviews

#### VII. TYPICAL ASSIGNMENTS:

- A. Reading:
  1. Read a chapter and prepare a first draft of your sequenced 5-minute clip.
- B. Writing:
  1. Prepare a written critique of one of the experimental storyboards, using the criteria for evaluating as presented in class and in the text.
  2. Prepare an abstract of one journal article on video topics or television criticism.
- C. Project (emphasis on problem solving and critical thinking):
  1. Working in a group setting, design a documentary, 5-minute storyboard using the techniques and concepts introduced in class and in the text.
    - a. Identify the barriers that might be encountered and how they can be overcome.

#### VIII. EVALUATION:

##### **Methods/Frequency**

- A. Exams/Tests
- B. Quizzes
- C. Research Projects
- D. Papers
- E. Oral Presentation
- F. Projects
- G. Field Trips
- H. Group Projects
- I. Class Participation
- J. Class Work
- K. Home Work
- L. Lab Activities

#### IX. TYPICAL TEXTS:

1. Jago, Maxim. *Adobe Premiere Pro CC Classroom in a Book*. 1 ed., Adobe Press, 2018.
2. Wolsey, Tom. *From iMovie to Final Cut Pro X: Making the Creative Leap*. 1 ed., Rutledge, 2017.
3. Compose, Ronald, and Jaime Gomez. *Introduction to Video Production*. 2nd ed., Rutledge-Focal Press, 2018.
4. Owens, Jim. *Video Production Handbook*. 6th ed., Rutledge-Focal Press, 2017.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. External Hard Drive (optional)
- B. Large capacity USB drive
- C. SD or other memory card for camera
- D. Video camera or DSLR camera (optional)
- E. Headphones (optional)