

Integrated Media Production 1 EMED1005 (002)

Where: Mary Emery Hall 3244

When: Mondays 6:00pm – 8:50pm

Instructor: Colin MacGeorge

Phone: (440) 787-5988

Email: colin.macgeorge@uc.edu

Office: Emery 3101

Course Description

Media convergence is a vital component of our new media culture. In new media there is a melding of production, design and message with user-experience. Integrated Media Production I is an introductory course - the first of a two-course sequence within the E-Media major at CCM - that provides students with a theoretical and practical foundation in the intersecting worlds of digital media production, content development, and new media design. This course is an overview of concepts and processes in convergent media production.

Upon successful completion of this course, each student will:

1. Describe and explain technology used for the creation and distribution of digital media
2. Define basic concepts, processes, and aesthetics used in creating digital audio, video and image-based projects,
3. Analyze the stages of production of audio, video and image-based projects
4. Create projects with industry-standard tools used in design and production of digital media
5. Produce a basic Web site that could serve as an online portfolio

Professionalism

Acceptable and professional communication in email, discussion boards, forums, classroom, video, or any other form of content is important. Here are some guidelines that may help.

- *Do Not Be Late – get to class on time
- *Be Clear – subject line should communicate content
- *Use Appropriate Language – words are powerful
- *Consider Others – stay positive, do not personally attack anyone

Course Materials

Hardware A Mac or PC computer is required for this class. A 32gb flash drive is recommended for storage of projects.

Software

The Adobe Creative Cloud subscription is required. All apps Complete special for students is \$19.99 a month.

<https://www.adobe.com/creativecloud/plans.html?promoid=1NZGDCMY&mv=other>

Lynda.com / LinkedIn Learning

Lynda.com offers dynamic video tutorials for learning software, programming, business and creative skills, study skills, and more—all free to UC faculty, staff and currently-enrolled students.

Attendance

Attendance is extremely important. It is key to your success in this class. Attendance is taken at the beginning of class. Students who miss class are responsible for the material they have missed.

Grading Opportunities and Determination of Final Grades

Grades will be weighted in the following manner to determine the final course grade:

Grading Scale

A = 94 - 100 A- = 91 - 93 B+ = 89 - 90 B = 83 - 88 B- = 80 - 82 C+ = 78 - 79 C = 73 - 77 C- = 71 - 72 D+ = 69 - 70 D = 64 - 68 F = 0 - 64

Course Schedule

Changes to schedule, if necessary, will be made in a timely fashion.

Week 1 - 8/26**Integrated Media Production 1**

- Introduction to the course and to media technology
 - o Kaltura Desktop Recorder
- Discussion Board Assignment: Use the Kaltura Desktop Recorder to record your written "About Me" paragraph.

Week 2 - 9/2**Labor Day – No Class**

- Check your email!!
- Discussion Board Assignment: Listen to an episode of a podcast that you've never heard before and give a short description of the format and style of the show. Describe any music, sound FX, or interviews you hear in the show and include a short overall review and rating. Would you keep listening?

Week 3 - 9/9**Digital Audio**

- Introduction to Digital Audio Technology and examples.
 - o Adobe Audition, Tascam Recorder, Shure SM58 Microphones
- Discussion Board Assignment: Upload your in-class recordings
- Project 1: Record and edit a podcast introduction

Week 4 - 9/16**Digital Audio Project Presentations**

- Discussion Board Assignment: Peer and Self Critiques

Week 5 - 9/23**Digital Image Introduction**

- Introduction to Digital Image editing
 - o Photoshop and Illustrator

- Discussion Board Assignment: Upload collage from pictures provide.
- Project 2: create a reimagined album cover

Week 6 - 9/30

Digital Image Project Presentations

- Discussion Board Assignment: Peer and Self Critiques

Week 7 - 10/7

Introduction to Video Production Technology

- Introduction to video pre-production and production
 - o Adobe Story, Adobe Premiere Pro
- Discussion Board Assignment: Share the coolest video you have seen recently online. Embed the video and describe any editing techniques and styles you notice. What makes this video so good?
- Project 3: Produce a short video

Week 8 - 10/14

Introduction Video Shooting

- Using a tripod, external microphones, and basic lighting principals to improve video quality.
 - o Handy Cam, DSLR cameras, tripod, external microphones, lighting equipment.

Week 9 - 10/21

Introduction to Video Editing

- Introduction to Video editing and distributing
 - o Adobe Premiere Pro, Adobe Media Encoder

Week 10 - 10/28

Video Project Presentations

- Discussion Board Assignment: Peer and Self Critiques

Week 11 - 11/4

Introduction to Streaming Digital Media

- Introduction to digital media streaming technology
 - o OBS, Content Distribution Networks, Multi-camera switching
- Discussion Board Assignment: Watch a live stream online that you've never seen before and give a short description of the format and style of the show. Describe any music, sound FX, or interviews you hear in the show and include a short overall review and rating. Would you keep streaming?

Week 12 - 11/18

Introduction to Web Production Technology

- Introduction to web production technology and basic coding - setting up a navigation bar, pages, and embedding media.
 - o Dreamweaver
- Discussion Board Assignment: Upload your root folder containing an index page, two pages, and content folders.
- Project 4: Create a portfolio site

Week 13 - 11/25

Web Production - Computer Lab Week

- Creating your portfolio sites
 - o Dreamweaver

Week 14 - 12/2

Web Design Technology and Principals

- Introduction to basic web design principals and technology. Styling pages and communicating content.
 - o Adobe XD and InDesign
- Continue work on Portfolio Site

Week 15 - 12/8

Final Project Work

- Continue to finalize portfolio site.
- Discussion Board Assignment: What did you think of this class? Let me know what you have ahead of you, and also make sure to fill out the class survey when the link is provided.

Week 16 - 12/16

Finals Week