Course Outline for PHTO 58

INTRODUCTION TO VIDEOGRAPHY

Effective: Fall

I. CATALOG DESCRIPTION:
   PHTO 58 — INTRODUCTION TO VIDEOGRAPHY — 2.00 units

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

   1.00 Units Lecture 1.00 Units Studio Lab

   Grading Methods:
   Letter or P/NP

   Discipline:

	MIN
Lecture Hours:	18.00
Studio Lab Hours:	72.00
Total Hours:	18.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 2

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:
   Upon completion of this course, the student should be able to:
   1. identify essential roles, phases and tools for editing a video project;
   2. organize, prioritize, and plan sequences of tasks related to video editing project;
   3. use a major video editing program to produce completed compositions combining video, sound, and titles;
   4. assemble video and sound clips based on an edit-decision list (EDL);
   5. evaluate the efficacy of a video/sound composition;
   6. apply effective communication skills in order to work creatively on a small project team;
   7. define major ethical and aesthetic issues in post production business today;
   8. integrate sound, graphics, typography into 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: basic cinematography issues
      3. Analog v. digital video
      4. NTSC v. PAL/SECAM formats
   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: file formats, image editing
7. Delivery media (videotape, DVD, CD-Rom, film, web)
F. Final Considerations

VI. METHODS OF INSTRUCTION:
A. Guest lecturers from the field: video editing, sound designing, film making
B. Simulation of industry environment of multimedia projects
C. Peer reviews
D. Teamwork drills – group problem solving
E. Classroom lecture, group participation and discussion

VII. TYPICAL ASSIGNMENTS:
A. Reading: 1. Read chapter three from "Working on a Timeline" 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. Identify the barriers that might be encountered and how they can be overcome.

VIII. EVALUATION:
A. **Methods**

B. **Frequency**

IX. TYPICAL TEXTS:
1. M. Rubin *Little Digital Video Book.*, Peachpit, 2001.
2. S. Smith *Making iMovies.*, Peachpit, 2000.
3. L. Brenneis *Final Cut Pro for Macintosh: Visual QuickPro Guide.*, Peachpit, 1999.

X. OTHER MATERIALS REQUIRED OF STUDENTS:
A. Zip 100 Disk Video Camera (optional)