

ITT Technical Institute
GC1430
Video Production Techniques
Onsite Course

SYLLABUS

Credit hours: 4.5

Contact/Instructional hours: 56 (34 Theory Hours, 22 Lab Hours)

Prerequisite(s) and/or Corequisite(s):

None.

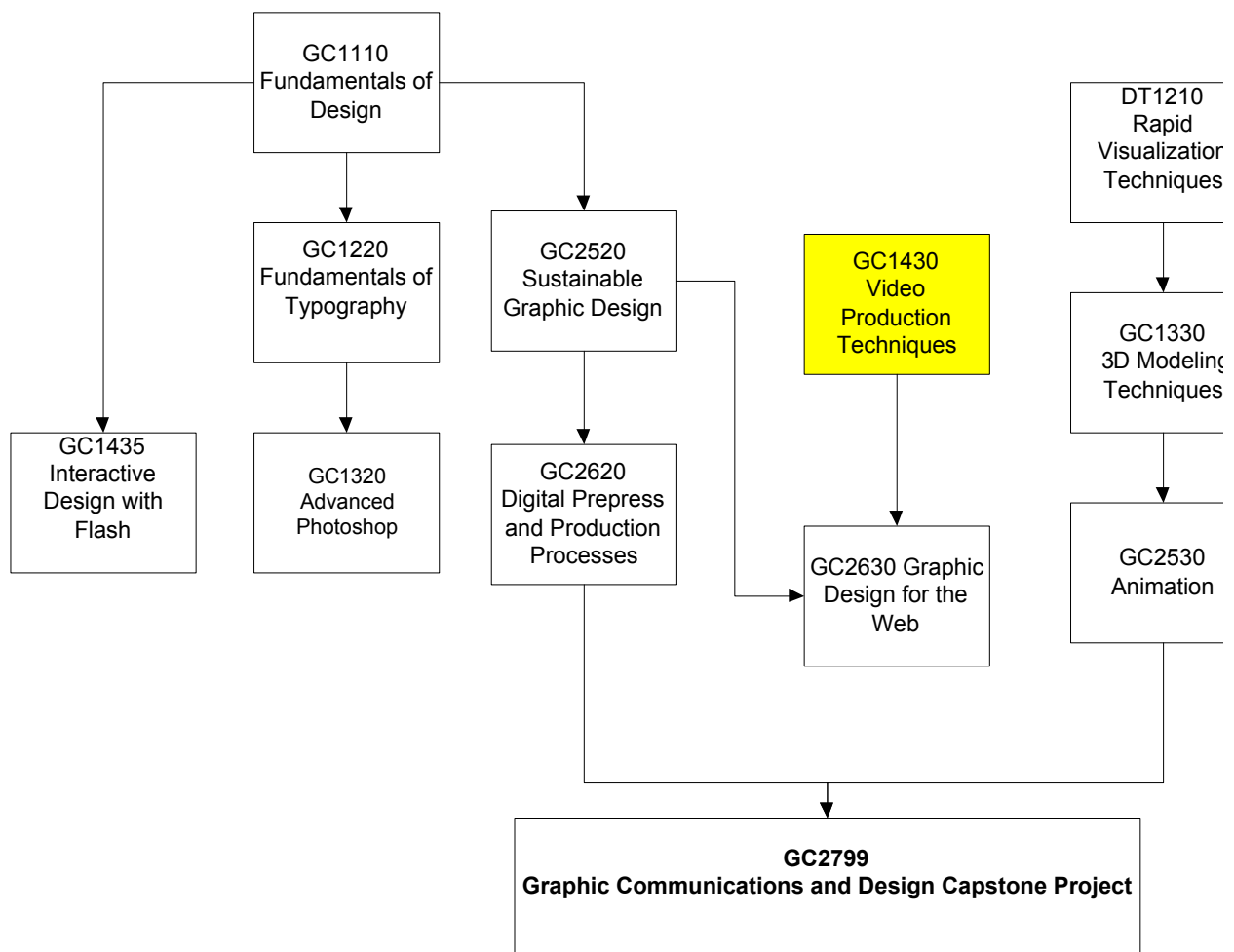
Course Description:

This course examines technical skills and creative principles required for video field and post production. Topics include video recording technology, composition, lighting, continuity, sound and editing. Practice in planning, shooting and editing video is provided through hands-on exercises, projects and assignments.

Where Does This Course Belong?

Video Production Techniques is a foundational course of the Graphic Communications and Design program that will provide students the opportunity to learn the basics of Digital Video Production. The focus of the class is to take the student through all three phases of the Digital Video Production process and offer them the opportunity to learn the skills sets required to produce a video project.

The following course sequence provides an overview of how the Video Production Techniques course fits in the program.



NOTE: Refer to the catalog for the state-specific course and program information, if applicable.

Course Summary

Major Instructional Areas

- The three-part production process
- Equipment used in the production process
- Mastering for final output

Course Objectives

- Describe digital formats and standards.
- Identify equipment used in the production environment.
- Summarize the steps involved in the pre-production process.
- Identify the major roles in the production process.
- Compare types of production styles and genres.
- Summarize the steps required by the production process.
- Summarize the steps involved in the post-production process.
- Use Adobe Premiere as a post-production tool.
- Apply pre-production, production, and post-production tools and techniques in the creation of a short film or video project.

Learning Materials and References

Required Resources

Complete Textbook Package	New to this Course	Carried over from Previous Course(s)	Required for Subsequent Course(s)
Smith, J. and AGI Creative Team (2011). <i>Adobe Premiere Pro CS5 and CS5.5 Digital Classroom</i> . Hoboken, NJ: John Wiley & Sons Inc.	■		■

Recommended Resources

Books, Professional Journals

- Adobe Premiere Pro Classroom in a Book. (2004). Adobe Press.
- Shaner, P., & Jones, G. (2004). *Real World Digital Video* (2nd ed). Berkeley, CA: Peachpit Press.

ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)

- ITT Tech Virtual Library > Business Source Premier
 - Cugnini, A. (2011). Digital video processing. *Broadcast Engineering*, 53(9), 18-20.
 - Kallinikos, J., & Mariátegui, J. (2011). Video as Digital Object: Production and Distribution of Video Content in the Internet Media Ecosystem. *Information Society*, 27(5), 281-294. doi:10.1080/01972243.2011.607025
- ITT Tech Virtual Library > Academic Search Elite
 - Digital Photographer's Complete Guide to HD Video. (2011). *PSA Journal*, 77(11), 8.
 - Eisenberg, Anne. "An online answer to the DVR." *New York Times* 6 Nov. 2011: 4(L).
 - Levin, H. (2011). Authentic Doing: Student-Produced Web-Based Digital Video Oral Histories. *Oral History Review*, 38(1), 6-33.

Web Sites:

- <http://www.adobe.com>
- http://www.adobe.com/products/premiere/main.html?awe_0810
- <http://www.sonicfoundry.com/>

- <http://support.apple.com/kb/V1103>

Video Podcasts:

- Basic Use of the 3-Way Color Corrector
<http://tv.adobe.com/watch/short-and-suite/basic-use-of-the-3way-color-corrector/>
- Setting Up the 3 Wheels of the 3-Way Color Corrector
<http://tv.adobe.com/watch/short-and-suite/setting-up-the-3-wheels-of-the-3way-color-corrector/>
- Basic Secondary Color Correction Grading in Premiere Pro
<http://tv.adobe.com/watch/short-and-suite/basic-secondary-color-correctiongrading-in-premiere-pro-cs55/>

NOTE: All links are subject to change without prior notice.

Information Search

Use the following keywords to search for additional online resources that may be used for supporting your work on the course assignments:

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- Digital formats
- Digital standards
- Adobe Premiere
- NTSC
- SECAM
- 720p HD
- 1080p HD
- 2k, 3k and 4k video
- Freytag's model
- Video compression
- Keyframing
- Animation

Course Plan

Suggested Learning Approach

In this course, you will be studying individually and within a group of your peers. As you work on the course deliverables, you are encouraged to share ideas with your peers and instructor, work collaboratively on projects and team assignments, raise critical questions, and provide constructive feedback.

Use the following advice to receive maximum learning benefits from your participation in this course:

DO	DON'T
<ul style="list-style-type: none">▪ Do take a proactive learning approach▪ Do share your thoughts on critical issues and potential problem solutions▪ Do plan your course work in advance▪ Do explore a variety of learning resources in addition to the textbook▪ Do offer relevant examples from your experience▪ Do make an effort to understand different points of view▪ Do connect concepts explored in this course to real-life professional situations and your own experiences	<ul style="list-style-type: none">▪ Don't assume there is only one correct answer to a question▪ Don't be afraid to share your perspective on the issues analyzed in the course▪ Don't be negative about the points of view that are different from yours▪ Don't underestimate the impact of collaboration on your learning▪ Don't limit your course experience to reading the textbook▪ Don't postpone your work on the course deliverables – work on small assignment components every day

Course Outline

Unit 1: Introduction to Video Production

Upon completion of this unit, the students are expected to:

- Explain how the video production process flows
- Describe the general process of pre-production and production
- Explain in detail what takes place during the post-production process
- Compare and contrast NTSC, SECAM, 720p HD, 1080p HD, 2k, 3k and 4k video and also frame rates for video
- Use the layout of Adobe Premiere
- Customize the interface of Adobe Premiere

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom Starting Up & Chapter 1	Assignment	Unit 1. Assignment 1: Production Process Comparison	4%
		Unit 1. Assignment 2: Video Format Comparison	4%
	Project	Unit 1. Project Part 1: Pre-Production	5%

Unit 2: Post-Production and Editing Construction

Upon completion of this unit, the students are expected to:

- Explain the difference between a shot, scene and sequence
- Explain the different types of shots of a camera
- Analyze story flow following Freytag’s model
- Describe how editing is done in the industry
- Explain file management best practices in post-production
- Manage files in Adobe Premier Pro

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom, Chapter 2	Assignment	Unit 2. Assignment 1: Analyzing Scenes	4%
	Project	Unit 2. Project Part 2: Shooting Footage	5%

Unit 3: Basic Video Manipulation

Upon completion of this unit, the students are expected to:

- Evaluate the essentials and significance of video editing
- Differentiate a variety of editing techniques
- Interpret how different genres affect editing
- Ingest and cut up video footage using Premiere Pro
- Apply basic transitions to video

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom, Chapters 3 & 10	Assignment	Unit 3. Assignment 1: Editing Cut and Explanation	4%
	Project	Unit 3. Project Part 3: Ingesting Footage	5%

Unit 4: Audio Design

Upon completion of this unit, the students are expected to:

- Distinguish major groups of audio digital file formats and types of compressions
- Compare and contrast stereo, mono 5.1 and 7.1 audio
- Identify microphone type and pick-up patterns
- Edit post/pre-production using audio functions in Premiere Pro
- Analyze the fundamentals of mixing audio in video production
- Modify video footage with basic video graphics

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom, Chapter 7	Assignment	Unit 4. Assignment 1: Audio Site Review	4%
		Unit 4. Assignment 2: Audio Manipulation Over Time	4%
	Quiz	Unit 4. Quiz 1	1%

Unit 5: Basic Titles and Graphics

Upon completion of this unit, the students are expected to:

- Classify various color models used in diverse types of video graphics
- Critique and analyze different graphic types for use in video
- Distinguish three basic design principles used to arrange structural elements of design in video
- Identify the process of applying basic titles and graphic implementation in post-production using Adobe Premiere
- Compare and contrast different styles and genres used in video production

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom, Chapter 5	Assignment	Unit 5. Assignment 1: Graphic Analysis	4%
		Unit 5. Assignment 2: Application of Titles	4%

Unit 6: Advanced Editing Tools

Upon completion of this unit, the students are expected to:

- Appraise and differentiate editing techniques and methods used in video production
- Compare and contrast three-point and four-point editing using Adobe Premiere
- Identify the fundamentals of multi-camera shooting and editing
- Maneuver editing tools within Adobe Premiere Pro

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom, Chapter 8	Assignment	Unit 6. Assignment 1: Review of Shot Angles	4%
		Unit 6. Assignment 2: Multi-Camera Shooting and Editing	4%

Unit 7: Basic Video Effects

Upon completion of this unit, the students are expected to:

- Understand the basic concept of adding video effects
- Understand the concept of composite video
- Manipulate video utilize video effects and also how to adjust those effects

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom Chapter 6, pp. 153-162.	Assignment	Unit 7. Assignment 1: Research in Animation	4%
		Unit 7. Assignment 2: Animation of Text and Footage	4%

Unit 8: Matting and Keying

Upon completion of this unit, the students are expected to:

- Explain the concept of a matte and how mattes are used
- Explain the concept of keying and color key
- Manipulate video using keying effects
- Manipulate video using mattes
- Describe the purpose of applying mattes

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom Chapter 6, pp. 163-174	Quiz	Unit 8. Quiz 2	1%
	Assignment	Unit 8. Assignment 1: Shooting and Editing Out Color	4%

Unit 9: Video Color Correction

Upon completion of this unit, the students are expected to:

- Define the various terms of color correction such as hue, saturation and value
- Explain the various scopes involved with color grading
- Color grade video in Premiere Pro utilizing scopes and color effects

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
No reading assignment.	Assignment	Unit 9. Assignment 1: A Study on Color Adjustment	4%
Watch the video podcasts: <ul style="list-style-type: none"> ▪ Basic Use of the 3-Way Color Corrector http://tv.adobe.com/watch/short-and-suite/basic-use-of-the-3way-color-corrector/ 	Project	Unit 9. Project Part 4: Rough Edit Review	5%

<ul style="list-style-type: none"> ▪ Setting Up the 3 Wheels of the 3-Way Color Corrector http://tv.adobe.com/watch/short-and-suite/setting-up-the-3-wheels-of-the-3way-color-corrector/ ▪ Basic Secondary Color Correction Grading in Premiere Pro http://tv.adobe.com/watch/short-and-suite/basic-secondary-color-correctiongrading-in-premiere-pro-cs55/ 			
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Unit 10: Exporting and Output

Upon completion of this unit, the students are expected to:

- Define container and codec
- Contrast exporting out in different formats
- Export out video for web and for DVD

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Adobe Premiere Pro CS5 and CS5.5 Digital Classroom, Chapter 9	Assignment	Unit 10. Assignment 1: Ways to Export	4%
	Quiz	Unit 10. Quiz 3	1%

Unit 11: Course Review and Project Presentation

Upon completion of this unit, the students are expected to:

- Present the final project

READING ASSIGNMENT	GRADED ACTIVITIES/DELIVERABLES		
	Grading Category	Activity/Deliverable Title	Grade Allocation (% of all graded work)
Review of all chapters	Presentation	Unit 11. Presentation	12%
	Project	Unit 11. Project Part 5: Final Draft	5%

Evaluation and Grading

Evaluation Criteria

The graded assignments will be evaluated using the following weighted categories:

Category	Weight
Assignment	60%
Quiz	3%
Project	25%
Presentation	12%
TOTAL	100%

Grade Conversion

The final grades will be calculated from the percentages earned in the course, as follows:

Grade	Percentage	Credit
A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0

Academic Integrity

All students must comply with the policies that regulate all forms of academic dishonesty, or academic misconduct, including plagiarism, self-plagiarism, fabrication, deception, cheating, and sabotage. For more information on the academic honesty policies, refer to the Student Handbook and the Course Catalog.

(End of Syllabus)