

IT310

Audio/Video Techniques

[Onsite]

Course Description:

Techniques of integrating visual and audio features into an edited multimedia or animated piece are introduced in this course. Students will have opportunities to output projects onto videotape or CD-ROM.

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

None.

Credit hours: 4

Contact hours: 50 (30 Theory Hours, 20 Lab Hours)

Syllabus: Audio/Video Techniques

Instructor: _____

Office hours: _____

Class hours: _____

Major Instructional Areas

1. Development of a story
2. The three-part production process
3. Equipment used in the production process
4. Mastering for final output

Course Objectives

1. Describe the proper writing and formatting of scripts.
2. Describe digital formats and standards.
3. Identify equipment used in the production environment.
4. Summarize the steps involved in the pre-production process.
5. Analyze techniques for shot composition and planning.
6. Identify the major roles in the production process.
7. Compare types of production styles and genres.
8. Summarize the steps required by the production process.
9. Demonstrate basic camera operations and techniques.
10. Apply select cinematography and videography techniques.
11. Apply select sound and lighting techniques.

12. Summarize the steps involved in the post-production process.
13. Use Adobe Premiere as a post-production tool.
14. Apply pre-production, production, and post-production tools and techniques in the creation of a short film or video project.

SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules
2. Organizes and processes symbols, pictures, graphs, objects, and other information.
3. Generates new ideas.
4. Allocates time and energy for completing projects in a timely manner.
5. Exerts a high level of effort and perseverance toward attaining goals.
6. Recognizes problems and devises and implements a plan of action.
7. Locates, understands, and interprets information obtained from a variety of sources.
8. Applies procedures, tools, and equipment—including computers and related technologies—whenever required.
9. Evaluates alternatives and chooses the best for a situation.

Course Outline

Note:

- Project 1 and the Final Project should be completed in groups.
- All lab exercises assigned from *Adobe Premiere Pro CS3* should be completed individually by each student.
- All *Adobe Premiere Pro CS3* labs are designed to work in conjunction with the Final Project.
- You should complete each unit's reading before attending class.

All graded activities, except the Final Exam, are listed below in the pattern of <Unit Number>.<Assignment Number>. For example, Labs 3.1 refers to the 1st lab activity in Unit 3.

Unit	Activities
1– Digital Video and Scriptwriting	<ul style="list-style-type: none"> • Content Covered: <p><i>Audio/Visual Techniques:</i></p> <ul style="list-style-type: none"> ○ Chapter 1, “All You Can Achieve with Digital Video” ○ Chapter 2, “Yes, You Need a Script” <ul style="list-style-type: none"> • Project 1: Part 1 (assigned)
2– Shot Planning and Camera Composition	<ul style="list-style-type: none"> • Read from <i>Audio/Visual Techniques:</i> <ul style="list-style-type: none"> ○ Chapter 5, “Shots and Shot Plans” ○ Part II, Lesson 1: “Touring Adobe Premiere Pro CS3” ○ Part II, Lesson 2: “Shooting and Capturing Great Video Assets” <ul style="list-style-type: none"> • Project 1: Part 2 (assigned) <ul style="list-style-type: none"> • Labs: 2.1, 2.2
3– Equipment	<ul style="list-style-type: none"> • Read from <i>Audio/Visual Techniques:</i> <ul style="list-style-type: none"> ○ Chapter 3, “DV Technology and the Camcorder,” pp. 53-58, 63-73 ○ Chapter 7, “Sound on the Set,” pp. 187-199, 205-216 ○ Part II, Appendix A ○ Part II, Appendix B ○ Part II, Lesson 5, “Creating Cuts-Only Video,” pp. 515-530 <ul style="list-style-type: none"> • Project 1: Part 3 (assigned) • Labs: 3.1
4–	<ul style="list-style-type: none"> • Read from <i>Audio/Visual Techniques:</i>

Unit	Activities
Lighting	<ul style="list-style-type: none"> ○ Chapter 6, "Lighting for DV" ● Final Project: Part 1 (assigned)
5— Preproduction	<ul style="list-style-type: none"> ● Read from <i>Audio/Visual Techniques</i>: <ul style="list-style-type: none"> ○ Chapter 8, "Preproduction," pp. 217, 224-225, 240-260 ● Quizzes: 5.1 ● Final Project: Part 2 (assigned)
6— Working on the Set	<ul style="list-style-type: none"> ● Read from <i>Audio/Visual Techniques</i>: <ul style="list-style-type: none"> ○ Chapter 9, "On the Set" ○ Part II, Lesson 3, "Adobe OnLocation" ● Final Project: Part 3 (assigned)
7— Post-Production (Part 1)—Rough-cut	<ul style="list-style-type: none"> ● Read from <i>Audio/Visual Techniques</i>: <ul style="list-style-type: none"> ○ Chapter 10, "In the Cutting Room" ○ Part II, Lesson 5, "Creating Cuts-Only Video," pp. 530-543 ● Labs: 7.1 ● Final Project: Part 4 (assigned)
8— Post-Production (Part 2)—Working with Audio	<ul style="list-style-type: none"> ● Read from <i>Audio/Visual Techniques</i>: <ul style="list-style-type: none"> ○ Chapter 11, "Polishing Sound and Images," pp. 325-351 ○ Part II, Lesson 12, "Acquiring and Editing Audio" ○ Part II, Lesson 13, "Sweetening Your Sound and Mixing Audio," pp. 693-713 ● Labs: 8.1, 8.2 ● Final Project: Part 5 (assigned)
9— Post-Production (Part 3)—Fine	<ul style="list-style-type: none"> ● Read from <i>Audio/Visual Techniques</i>: <ul style="list-style-type: none"> ○ Chapter 11, "Polishing Sound and Images," pp. 351-360 ○ Part II, Lesson 8, "Applying Specialized Editing Tools"

Unit	Activities
Cut	<ul style="list-style-type: none"> ○ Part II, Lesson 9, “Adding Video Effects” • Quizzes: 9.1 • Labs: 9.1, 9.2 • Final Project: Part 6 (assigned)
10– Post- Production (Part 4)–Final Cut and Final Exam Review	<ul style="list-style-type: none"> • Read from <i>Audio/Visual Techniques</i>: <ul style="list-style-type: none"> ○ Chapter 12, “Distribution and E-Publishing,” pp. 375-385 ○ Part II, Lesson 7, “Creating Dynamic Titles” ○ Part II, Lesson 18, “Exporting Frames, Clips and Sequences” • Labs: 10.1, 10.2 • Final Project: Part 7 (assigned) • Review for Final Exam
11– Final Exam and Project Presentations	<ul style="list-style-type: none"> • Final Exam • Presentation of Final Projects

Instructional Methods

The curriculum of this course is designed to promote a variety of teaching strategies that support the outcomes described in the course objectives and that foster higher cognitive skills and modes of creativity. Delivery makes use of various media and delivery tools in the classroom. The assessment strategies utilized in this course include an objective multiple-choice final exam and two quizzes, group projects, and individual lab exercises.

Instructional Materials and References

Student Textbook Package

Jones, Gerald, Pete Shaner, and Adobe Creative. *Audio/Visual Techniques. Indianapolis: Pearson Custom Publishing, 2008.*

Book includes a DVD-ROM set.

References

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at <http://www.library.itt-tech.edu/> to access online books, journals, and other reference resources selected to support ITT Tech curricula.

Books

You may click “Books” or use the “Search” function on the home page to find the following books.

- *Careers in Digital Film and Video Production (eBook)*. Chicago: Institute for Career Research, 2005.
- Chen, Xuemin. *Transporting Compressed Digital Video*. Secaucus, NJ: Kluwer Academic Publishers, 2002.
- Droblas, Adele. *Adobe Premiere Pro CS3 Bible*. Indianapolis: Wiley Publishing, 2008.
- Haskell, Barry G. *Digital Video: An Introduction to MPEG-2*. New York: Chapman & Hall, 1996.
- Kolb, Tim. *The Focal Easy Guide to Premiere Pro: For New Users and Professionals*. Amsterdam: Elsevier, 2004.
- Underdahl, Keith. *Digital Video for Dummies*. Indianapolis: Wiley Publishing, 2006.

Other References

The following resources may be found **outside** of the ITT Tech Virtual Library, whether online or in hard copy.

Books

- Aronson, Ian. *DV Filmmaking: From Start to Finish*. Sebastopol, CA: O'Reilly Media, Inc., 2006.

- Block, Bruce. *The Visual Story, Second Edition: Creating the Visual Structure of Film, TV and Digital Media*. Burlington, MA: Focal Press, 2007.
- Kenworthy, Chris. *Digital Video Production Cookbook*. Sebastopol, CA: O'Reilly Media, Inc., 2005.
- Maschwitz, Stu. *The DV Rebel's Guide: An All-Digital Approach to Making Killer Action Movies on the Cheap*. Berkeley, CA: Peachpit Press, 2007.
- Newton, Dale, and John Gaspard. *Digital Filmmaking 101: An Essential Guide to Producing Low-Budget Movies*. Studio City, CA: Michael Wiese Productions, 2007.
- Rose, Jay. *Producing Great Sound for Digital Video*. Gilroy, CA: CMP Books, 2002.
- Wells, Peter. *Digital Video Editing: A User's Guide*. Wiltshire, UK: Crowood Press, 2007.

Web sites

- <http://www.adobe.com>

This vendor Web site offers video and self-paced tutorials on using Adobe Premiere Pro features and techniques.

- <http://www.celtx.com>

This vendor site also includes projects, wiki how-tos, and blogs.

- <http://www.filmscriptwriting.com/>

This Web site covers scriptwriting basics plus help, hints, and tips.

- http://entertainment.timesonline.co.uk/tol/arts_and_entertainment/film/article3336775.ece

This article discusses how to write a good short film script.

- <http://digitalmedianet.com/>

This site is a portal to a range of application channels (including Premiere: <http://premiere.digitalmedianet.com>) and industry publications/communities such as *Digital Producer Magazine*, *Digital Video Editing*, *Audio Video Producer*, *Digital Post Production*, and *more*.

- http://www.video-animation.com/video_01.shtml

Short articles on various aspects of digital video production are available here.

All links to Web references outside of the ITT Tech Virtual Library are always subject to change without prior notice.

Course Evaluation and Grading

Evaluation Criteria Table

The final grades will be based on the following categories:

CATEGORY	WEIGHT
Quizzes	10%
Project 1	10%
Lab Exercises	35%
Final Project	25%
Final Exam	20%
Total	100%

Grade Conversion Table

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

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

(End of Syllabus)