

CE0403-9: Media Production I

Emerson College – Syllabus: Fall 2007 (revised 10/10/07)

Class sessions: Wednesdays 6:00pm – 9:30pm

Rooms: T703 / T503

Camilo Ramirez: Camilo_Ramirez@emerson.edu
www.camramirez.com/teaching.htm

Course Description:

Media Production I is the first of a two-semester course designed to introduce participants to digital video and new media production. Using a variety of applications, including Dreamweaver, Photoshop, Final Cut Pro, and DVD Studio Pro, participants will gain basic competency in digital imaging, Web design, and video production. The course also emphasizes concept development and pre-production, and participants produce treatments, storyboards or other pre-visualizations for several short video productions.

Expectations:

You will be required to complete all assignments on time. Assignments will come in several forms. You will be given several in-class assignments designed to increase your familiarity with the tools, as well as 3 major assignments that will be completed outside of class time. Be sure to bring blank CD's, DVD's, or a FireWire drive to every class, and make regular backups of your work.

Grading is based on the following:

Attendance: Class attendance is absolutely required. Three absences will result in automatic failure. Punctuality counts. If you are over 10 min. late, you will be marked late. Two tardies equal one absence.

30 points, In-class lab Assignments: Each class session will have a lab objective that students are required to complete before the end of class. Details will be given the day of each class on the specific assignment for that day.

20 points, Participation: Active participation in all critiques and class discussions is expected. This includes completion of all the reading assignments.

50 points, Production & Quality: Three major assignments will be described in detail in a project sheet. Each of these will include a critique session and/or screening. Attendance on these days is also part of the assignment. Successful and timely completion of all in class and take home assignments is expected. After each assignment you will also receive a grade sheet describing your performance on the following criteria:

- **Content/Meaning:**
Do you effectively convey your message to your audience? Is it accessible? Does it make sense to them? What is the purpose of any ambiguities you may employ?
- **Style:**
Does your project consciously and intelligently engage with the material on a stylistic level? Does your chosen style reflect or expand upon your chosen theme/subject matter?
- **Technical Quality:**
Does your project meet basic professional technical standards? Are your images clear, in focus? Is your sound properly recorded and mixed? To what degree do any technical inadequacies detract from your project's effectiveness?

Required Supplies:

Firewire drive: Emerson college recommends either Lacie or Maxtor brand Firewire drives. Be sure that the drive you buy actually has firewire connections and is not only limited to USB2.

<http://www.lacie.com/products/range.htm?id=10033>

<http://www.maxtorsolutions.com/en/>

Blank CD's & DVD's and MiniDV tapes: Be sure to have enough of each for the course. Be sure that you specifically get CD-R's and DVD-R's. It might make sense to split an order with another student. Check out these sites as a starting point:

<http://www.allmediaoutlet.com>

<http://www.tapeandmedia.com/>

<http://www.supermediastore.com/prodisc-dvd-r-media.html>

Suggested but not Required Supplies:

Domain Registration & Web Hosting: Although Emerson provides free web hosting, you will want to register your individual "web-site name", also known as a domain name for a professional impression.. There are many companies that do this, and some are un reputable or expensive. I recommend this site, just be sure to activate your "who-is guard".

<http://www.namecheap.com>

If you buy your own domain name, you will need someone to host the site along with the name. Web hosting companies are a dime a dozen, and their offers change all the time. Again, go with someone who has a good reputation. Do your research, but in the meantime, here are two that I recommend.

<http://www.site5.com>

<http://www.hostgator.com>

Suggested but not Required Textbooks:

Dreamweaver CS3: The Missing Manual by David McFarland
Publisher: Pogue Press ISBN: 0596510438

Final Cut Pro 6: Visual QuickPro Guide by Lisa Brenneis
Publisher: Peachpit Press ISBN: 0321502698

Real World Adobe Photoshop CS3 by David Blatner, Conrad Chavez, Bruce Fraser
Publisher: Peachpit Press ISBN: 0321518683

Disability Statement:

If you believe you have a disability that may warrant accommodations in this class, I urge you to register with the disability Services Coordinator, Dr. Anthony Bashir at 216 Tremont Street, 5th Floor, (617.824.8415) so that, together, you can work to develop methods of addressing needed accommodations in this class.

Plagiarism Statement:

It is the responsibility of all Emerson students to know and adhere to the College's policy on plagiarism. If you have any questions concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, you should speak to your instructor.

*Please Note: The following schedule is subject to change at my discretion. If you miss a class, it is your responsibility to find out from your classmates what, if any, changes to the schedule have been made. Unless you receive an exemption from me, you will be responsible upon returning to class for both the current weeks assignments, as well as the assignments for the week you missed.

Week 1: September 12th – Meet in T703

Introductions and logistics. Digital vs. Analog. Computer Fundamentals, Internet Fundamentals

Lab Activity: Intro to HTML, Web site proposals and site-maps.

Assignments: Sketches for websites

Assignment #1 Website (**Due 10/17**)

Week 2: September 19th – Meet in T703

Text Formatting/Layout, Creating Links, Importing Images

Lab Activity: Intro to Dreamweaver, site structure

Assignments: Continue working on website

Week 3: September 26th – Meet in T703

EDC tour, Intro to Digital Camera & Video Cameras. Resolution. Exposure & Camera control. Importing.

Lab Activity: Intro to Photoshop, Importing photos, Web graphics

Assignments: Continue working on website

Week 4: October 3rd – Meet in T703

Photoshop selections & image adjustments. Resizing images for different targets. Exporting for the Web.

Lab Activity: Photoshop Layers/Filters, Importing digital pictures & Color corrections

Assignments: Continue working on website

Week 5: October 10th – Meet in T703

Creating Rollovers, Basic Templates, Putting your site online.

Lab Activity: Uploading, Final Assembly, answer questions for completing the project

Assignments: Finish working on website

Week 6: October 17th – Meet in T503

* **Group critique of Assignment #1 Website.** Intro to Assignment #2 Stills/Audio, Storyboarding, Recording Sound.

Lab Activity: Critique #1

Assignments: Create Storyboard. Gather Photos for Assignment #2 Stills/Audio (**Due 11/7**)

Week 7: October 24th – Meet in T703

Technology of the Video camera. Basic Functions, Sound Fundamentals, Sound design.

Intro: SoundTrack & Final Cut Pro, File Management, Importing Images & Audio, Timeline, Exporting QT

Lab Activity: Importing Audio, Importing and Mixing Soundtracks

Working with the Video Camera, Recording Audio with a Video Camera, Importing Video.

Assignments: Gather Audio and continue working on Stills/Audio.

Week 8: October 31st – Meet in T703

Lighting Aesthetics. Low Key vs. High Key. Three Point Lighting.

Lab Activity: Working with Lights, Safety Tips, answer questions for completing the project

Assignments: Finish working on Stills/Audio

Week 9: November 7th – Meet in T503

* **Group critique of Assignment #2 Stills/Audio,** Intro to Assignment #3 Final Short Video

Lab Activity: Basic Compositing, Filters, Color Correction

Assignments: Begin working on Assignment #3 Final Short Video (**Due 12/12**)

Week 10: November 14th – Meet in T703

Genre Fiction. Documentary Formats.

Lab Activity: Audio/Video Mixing and Editing

Assignments: Continue working on Final Short Video

Week 11: November 21st – NO CLASS (Thanksgiving Break)

Assignments: Continue working on Final Short Video

Week 12: November 28th – Meet in T703

Video for the Web.

Lab Activity: Compression in Final Cut Pro

Assignments: Continue working on Final Short Video. Bring questions to the next class.

Week 13: December 5th – Meet in T703

Outputting for DVD. Menu Design. Burning

Lab Activity: Intro to DVD Studio, Polish final video and website, answer questions for completing the project

Assignments: Continue working on Final Short Video

Week 14: December 12th – Meet in T503

* **Group critique of Assignment #3 Short Video: Final Screening**
