Common Course Outline
ARTD 148
Digital Video
3 Semester Hours

The Community College of Baltimore County

Description

ARTD 148 —3 Credits —Digital Video explores basic video design elements as students use Audio and Video software to create non linear video productions that incorporate graphic media. Students plan and implement video shoots that use sound video production theory and a variety of cinematography techniques as they deliver the projects in a variety of formats. Emphasis is placed on originality and creativity.

3 credits; 2 lecture hours per week; 3 laboratory hours per week
Prerequisite: ARTD 116 or consent of the program coordinator.

Overall Course Objectives
Upon successfully completing the course students will be able to:
1. identify video and production terminology for digital and analog production;
2. use hardware to record and software to digitize media using correct camera techniques to produce quality clips, frames, and sequences;
3. apply spatial issues to recording shots and scenes;
4. apply emotional qualities through camera angles and position;
5. use the proper design process in development of a video product;
6. identify ways to incorporate textual, auditory, and graphical media into projects;
7. recognize and use non-linear video software;
8. use basic audio editing channels to enhance video productions;
9. use basic techniques for non-linear video construction and appropriate use for transitions, filters, fades, and cuts;
10. use script development, storyboards, and pre-production planning to develop a video project;
11. export media in a variety of formats;
12. discuss the history of moving pictures;
13. discuss copyright issues related to original works of art;
14. use video design concepts and apply them in critiques; and
15. understand how project goals and assessments including treatments, locations, talent, and scripts are developed.

Major Topics
I. Introduction to Digital Video
       a. Video hardware and sources
       b. Video software

       c. Trends in video media past, present, future.

II. Roles In Video Production.
       a. Above the line "administrative"
       b. Below the line "production personnel"

III. Organizing a production.
       a. Pre-production
       b. Script development
       c. Location acquisition
       d. Storyboard design
       e. Production
       f. Post production

IV. Software Basics
       a. The bin
       b. The preview monitor
       c. The timeline
       d. Editing tools
       e. Visual interface management and shortcuts.

V. Video recording of shots and scenes.
       a. Camera angles and setup
       b. Lighting techniques
       c. Treatment issues
       d. Subject/talent preparation/scripts

VI. Videography and Cinematography:
       a. Developing atmosphere
       b. Treatment, mood, and feeling.
       c. Visual compositional techniques
       d. History of video/film

VII. Video Digitizing
       a. Compression quality and file sizes.
       b. Frame rate and optimization.
       c. Capturing and organizing the sequence of events.
       d. Optimizing and maximizing screen management.

VIII. Basic Video Effects
       a. Transitions
       b. Filters
       c. Importing still graphics
       d. Motion and speed

IX. Copyright issues
       a. Legal definitions
       b. Traditional copyright
       c. Courts and the digital age
       d. Researching current court cases

X. Audio Development.
       a. Audio capturing
       b. Audio construction
       c. Sound types and audio effects.

d. Sound editing and control
e. Audio CODEC and usage
XII. Project Packaging
a. History of video media
b. Exporting Media and Formats
c. Packaging and Presenting media

Course Requirements
Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:
- Minimum of three projects with planning documents and story boards.
- Minimum of two exams.
- Minimum of five demonstrations of practical knowledge as gained and demonstrated in this course.

Other Course Information
This course is taught in a computerized environment.
Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

Revised: 02/13