

Fall 2011

GRA2140C: Multimedia I

12:00 - 1:45 • Tuesday & TBA • August 23 to December 6

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Welcome to Multimedia I! The Northwest Florida State College Catalog describes this course as follows: *“An advanced course covering the development of multimedia projects incorporating a variety of digital media elements. Students will learn an industry standard digital video editing application and the aesthetic and technical considerations involved in content acquisition. Access to a miniDV camcorder is suggested.”*

In Multimedia, you will be exploring something that is entirely different from what you have done previously in the program. In your other classes you were producing media elements that were essentially static. This means that when finished, they are what they are and sit in a frozen state waiting to be explored by viewers. Multimedia is the combining of several different types of media elements together into a presentation whole that is greater than the individual parts.

The primary technology that you will be exploring this semester, and in the second semester, is digital video. In the last ten years digital video has gone from an experimental medium to something that we see every day. Everything on YouTube is digital video. All television broadcasts are now digital video. Many feature films are now shot in high-definition digital video rather than analog film. Digital video technologies have enabled live news coverage from around the world to happen for next to no budget, and as a result we are seeing moving pictures from world events that we never used to see, or at least didn't see until many hours or days after the fact.

The fact that the private citizen can publish rich media from anywhere in the world instantly has changed the flow of events. Politicians have had to adapt to the reality that what they say at sleepy campaign stops out in rural areas can suddenly be part of the national conversation in minutes. This has changed the way they operate. Terrorists understand that their acts will receive 24-hour rotation on cable news because video coverage will happen. These pictures change the course of major decisions in our

culture. It is likely that the decision-making process has not caught up to the capabilities of the technology.

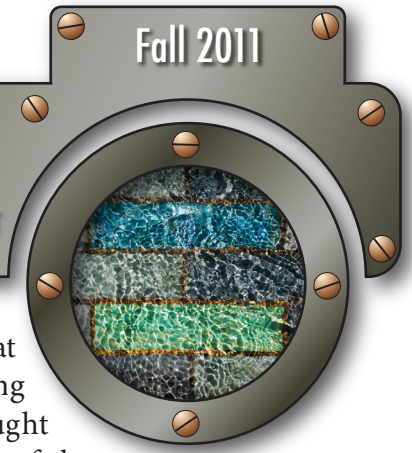
As we move to an entirely digital media future, it is essential that all creative publishers have at least a basic understanding of how this technology works. The number of graphic designers that only do print design is dropping fast. Printed publications will never go away completely, but as you see in the newspaper industry with their struggle to escape the decline of their print publishing power it is changing rapidly.

This semester you will explore creating digital video. In Multimedia, this may incorporate more than just moving pictures. Still images, illustrations, animation and sound recording and production are all part of the process. Plan on using all of the skills you have acquired so far in software applications like Photoshop® and Illustrator®.

First, we will talk about how digital video works. This includes several new technologies: the DV camera, different video formats and aspect ratios, sound recording and mixing, and the editing process.

Next you will explore the textbook. It is a training manual similar to the Adobe Classroom in a Book manuals that we use for Illustrator, Photoshop, and InDesign. It will introduce you to a ton of vocabulary and techniques involved in editing and production with Adobe Premiere. There are two or three desktop digital video editing applications that are industry standards. Premiere is currently one of the most widely used for both electronic news gathering and the film and television industries.

Third, you will be exploring the many phases of a video production first hand. You will break into small groups or work individually. At the end of the semester, you will have produced a short, high quality digital video piece that exhibits all that you have discovered about this exciting media production process. Be ready to be collaborative and open to experimentation. There are no recipes here, be prepared to write your own!



Equipment/Supplies:

(1) Several blank DVD-R discs for storing your work. You are required to maintain the integrity of your data. Failure of a disk will not be considered excuse for late work. You MUST back up your own data. The computers may occasionally crash, as all computers do, so save early and often so that you don't lose several hours work!

(2) The textbook for the course is *Adobe Premiere CS5 Classroom in a Book*.

(3) It is recommended that you have access to a good quality computer and Premiere outside of class time. Open lab time will be available, but limited.

(4) It is very important that you have access to a miniDV, or preferably HDV camera throughout the semester if you plan to work alone, or shoot aspects of your production off campus or after hours. If you don't have access to a camera, you will have to plan and execute your production in our studio with our equipment during the open hours of the studio.

Attendance Issues:

Attendance in this course is extremely important as it is a hands on learning experience, not a lecture based course. You will be allowed two absences. After that, any additional absence will result in an immediate excessive absence report, which may result in your withdrawal from the course, or an automatic one letter grade drop in your final grade per absence. An excused absence may be given upon consultation with me but only in case of illness or emergency. YOU WILL NOT PASS THIS COURSE if your attendance becomes a problem. If you have more than four absences of any kind by November 1 (the last day for a W grade or to change to audit), you should withdraw from the course. If we get to the end of the semester and you have an excessive number of absences, you will receive an "F"

Note that showing up late for the class, leaving early, or only staying for ten minutes does not constitute attendance. Attendance will be taken at random times during the class period, and it is your responsibility to ensure that you were recorded as present if there is any question in your mind.

In unusual situations like acute illness, death in the family etc., you may receive an "Incomplete" as

your grade. Incomplete grades are made up outside of normal class attendance in open lab settings during the semester following receipt of the "I" grade. You must inform me of your situation and discuss your options. Incomplete grades are not automatic. See the NWF State College catalog for detailed descriptions of the college policies related to grading, attendance, etc.

You are expected to attend all class meetings. "I don't have anything to do" does not equal an excused absence. It is evidence that you are not participating in the course in a manner appropriate for an art student. Each and every class session is designed for you to have the freedom to explore the creative process with the tools at hand. Even if you have the software at home, you are still required to come to class. This is a basic college policy.

Course Requirements:

This is an art class. Your grades are based on your instructor's professional judgment of the success or failure of your concepts, aesthetics, and effort in completing assignments. In this class you will be graded at two intervals. There will be one large creative challenge and one small technical challenge. At mid-term, you will turn in a detailed project plan, and your short interview edit. At the end of the semester, you will turn in your finished production. The project plan and short interview edit will be graded and be approximately 25% of your final grade. The finished production will be approximately 75% of your final grade. The grade you receive on the finished production will be influenced by your meeting project deadlines! Many times a student falls between grades. Rounding up or down will be determined by class participation. Class participation includes participation in discussions and interaction with instructor. ALL ASSIGNMENTS MUST BE COMPLETED TO PASS THIS COURSE. Graded work will be retained for approximately 4-6 weeks into the following semester. If it is not picked up in this time period, it may be recycled. ALL PROJECTS MUST BE TURNED BURNED TO A DVD IN THE CORRECT FILE FORMAT.

In case of a campus emergency (power outages, hurricanes, war, famine, bee swarms, faculty illness) on a due date, the due date will be pushed back to the next available class session. If the College is closed for an extended period of a week or more, an adjustment of the course schedule will occur and you will be made aware of it the first day back. Late work will receive a 1 grade penalty-note

the final project is due the last day of class, and therefore, cannot be turned in late.

Students are responsible for adherence to all College policies and procedures, including those related to academic freedom, cheating, classroom conduct, and other items included in the NWF State College Catalog and Student Handbook. Students should be familiar with the rights and responsibilities detailed in the 2011-12 NWF State College Catalog and Student Handbook. Plagiarism, cheating or any other form of academic dishonesty is a serious breach of student responsibilities and may trigger consequences which range from a failing grade to formal disciplinary action. Use of another person's images or designs constitutes plagiarism in this course. Only use your own images! Downloading any imagery from the internet for use in a project is strictly prohibited and will result in failure of the course. All of your work must be 100% originally produced by you. If you are unsure of what this means, consult with me immediately.

As a courtesy to other students and the learning process, students may not bring children with them to class sessions. Health and safety concerns prohibit children from accompanying adult students in any lab, shop, office or classroom or other college facility where potential hazards exist. If a child-related emergency means you must miss class, let me know when you return.

If you have special needs for which accommodations may be appropriate to assist you in this class, please contact the Office of Services for Students with Special Needs in Building C-1 on the Niceville Campus, or call 729-5372 (TDD1-800-955-8771 or Voice 1-800-955-8770). If you have special needs, you also must speak with me directly in the first week of class so that I fully understand and can create a plan to address your needs.

Due to the nature of our facility and the sensitivities of our students, please refrain from wearing colognes or perfumes to class.

What do your grades mean?

A= Work turned in on time. Work that clearly exceeds the basic expectations of the assignment. Work of unusual quality or quantity and seriousness of effort.

B= Work turned in on time. Work that exhibits a clear attempt at exceeding the basic expectations of the assignment. Work exhibiting better than average quality or quantity and seriousness of effort.

C= Work of average quality and quantity. Work that satisfies essential basic requirements. Work that would

benefit from further effort from student and more student interaction with instructor.

D= Work that is clearly not exhibiting the basic requirements of the assignment in either quality or quantity. An increase in effort is clearly needed and closer interaction with instructor is strongly suggested.

F= Work that fails to meet the lowest expectations for the assignment. This may be due to a simple lack of effort or may suggest that the student pursue other career goals.

Due Dates:

Production Plan and Interview Edit: September 27

First Edit of Production: November 1

Second Edit of Production: November 22

Final Edit of Production on DVD: December 6



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Final Edit: This will be a finished edit with all errors removed and ready for publication. You will present this on a finished DVD. The Final Edit is due December 6 and cannot be turned in late. This is not the time to tell me that some aspect of your production didn't work because of a technical difficulty, or a problem with a member or members of the group.