COURSE SYLLABUS

LAST REVIEW   Fall 2022

COURSE TITLE   Digital Video Production

COURSE NUMBER   MMVP 0190

DIVISION   Career and Technical Education

DEPARTMENT   MMVP

CIP CODE   24.0101

CREDIT HOURS   3

CREDIT HOUR BREAKDOWN   Class: 1   Lab: 4

PREREQUISITES   None
COREQUISITES   None

COURSE DESCRIPTION
The fundamentals of Digital Video Production will be studied including image capture, tape formats and compression as well as non linear, non destructive editing with industry standard software, application of special effects and output to tape and DVD.

PROGRAM LEARNING OUTCOMES

1. The student will define the hardware and interactive requirements that comprise multimedia
2. The student will compare and contrast technical developments in multimedia and their impact on society
3. The student will create digital audio, digital still images and video images that exemplify the elements and principles of professional level asset acquisition
4. The student will edit original digital content including audio, video and still images
5. The student will create original content by applying the elements and principles of aesthetics and design
6. The student will demonstrate the ethical use of video, audio and copyright law to their creation of media.
7. The student will evaluate the time, scope and medium requirements of multiple projects and create a plan that will result in the on-time completion
8. The student will analyze the scope and medium requirements of multimedia projects, project a completion date and submit the finished work by that date

TEXTBOOKS
http://kckccbookstore.com/

METHOD OF INSTRUCTION
A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

I. Image Formation and Digital Video
   A. Basic Image Formation
   B. What is Digital?
   C. Why Digital?

II. Non linear editing
   A. Touring Premiere
   B. Selecting Settings
   C. Capturing video assets
   D. Adjusting preferences
   E. Managing Assets
   F. Creating Cuts only Video
   G. Adding Transitions
   H. Titles
   I. Audio Editing and Mixing
   J. Compositing
   K. Project Management
   L. Exporting
   M. Authoring DVD

III. Special Effects
   A. After Effects
   B. The Interface
   C. Importing
   D. The Composition
   E. Timeline, Key frames and Animation
   F. Previewing Movies
   G. Layers
   H. Typography
   I. Effects
   J. Parenting
   K. Painting
   L. Masks
   M. Track Mattes
   N. 3D Layers
   O. Rendering

COURSE LEARNING OUTCOMES AND COMPETENCIES
Upon successful completion of this course, the student will:

A. Define digital imaging
   1. Describe the scanning process
   2. Differentiate standard and HD scanning systems
   3. Explain format conversion
   4. Identify components of various flat panel screens

B. Describe the elements and of Digital Image formation

5. Differentiate between analog and digital
6. Identify sampling rates
7. Identify advantages of digital image use
8. Identify compression schemes used to deliver digital video

C. Demonstrate appropriate use of a Non linear editing workstation and software
9. Identify the accepted elements of the standard digital video workflow.
10. Optimize video assets
11. Manually capture analog information
12. Select the appropriate preferences for specified projects
13. Import assets
14. Use a storyboard to build a rough cut
15. Edit clips on the timeline
16. Identify the guidelines for appropriate transition use
17. Apply transitions to video
18. Create and modify titles
19. Capture and edit audio

D. Author an interactive DVD
20. Use the media encoder to export digital video files
21. Identify MPEG encoding schemes and their appropriate application
22. Author a DVD using Encore

E. Demonstrate appropriate application of special effects to video in a non linear environment
23. Identify the components of the After Effects interface
24. Create compositions from still resources and footage
25. Set key frames
26. Use Bezier, auto oriented and precise paths
27. Apply custom effects to layers and adjustment layers
28. Create masks and mattes
29. Render output

ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES
Student progress is evaluated through both formative and summative assessment methods.
Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES
Student Handbook
https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf

College Catalog
https://www.kckcc.edu/academics/catalog/index.html

College Policies and Statements
https://www.kckcc.edu/about/policies-statements/index.html

Accessibility and Accommodations
https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html.