



INFORMATION TECHNOLOGY EDUCATION
Digital Media Technology - Syllabus

Course Title and Number: Basic Video Camera– DIG1200.B01		Instructor: Wes Lindberg	
Year and Term: 2018 Spring B	Course Credits: 3.0	Office Location: N-322	
Office Phone: (352) 395-5587	Office Hours: MW 7-9:00am	Class Location: N-312	
Meeting Time/Days: Monday and Wednesday 12:00-2:50pm		Email Address: wesley.lindberg@sfcollge.edu	
Web Page Address: http://home.ite.sfcollge.edu/~wesley.lindberg/		Fax Number: 352.395.4154	

Course Description	This course is designed to introduce the concepts of basic videography, exposure to different types of video cameras, composition styles, lighting techniques and safety concerns in the computer lab and photo studio settings.
Prerequisites	Prerequisites: GRA1150C. Co-requisite: GRA2930.
Course Objectives Reflecting Expected Student Learning Outcomes	<p><i>Learning Outcomes and Objectives:</i> This is a video production course designed to introduce the concepts of basic photography & videography, exposure to composition styles, lighting techniques and safety concerns. Students provide their own cameras (a requirement of the DMT program) and use this course to become knowledgeable of their camera while also learning universal digital video camera technology and applications. Skill in defining proper set up for cinema production collaboration skills working as a production team. Included in this course, students learn video compression file types to learn how to integrate their camera’s media into non-linear editing software.</p> <ol style="list-style-type: none"> 1. <ol style="list-style-type: none"> a. <i>Learning Objective: Principles of the exposure triangle– Photo Project</i> – The student seeks out five images that could be used for a post-card. One image illustrating a greater depth of field, one image illustrating a shallow depth of field, three images properly exposed taken with equivalent exposures. Using the correct camera settings to capture photos that illustrate the concept and/or techniques for each photo. This project also helps the students understand concepts of marketability of an image. b. <i>Learning Objective: Demonstrate the proper photography techniques of motion stop, motion blur, and panning photography.</i> The students will photograph moving subjects capturing four images of moving subjects: One motion stop (freeze action) shot – using a fast shutter speed, one motion blur (blur action) shot – using a slow shutter speed and two panning shots – using slow shutter speed settings.

	<p>c. Learning Objective: Illustrate known photography composition techniques. Students will photograph different subjects to illustrate repetition of shape, leading lines, and negative space capturing four properly composed images: One repetition of shape image, one leading line image and two interesting compositions with negative space for copy (text). This project also helps the students understand concepts of movie poster or title screen.</p> <p>2. Learning Objective: Camera Setup and Organization – Lost Keys Project – This project uses the metaphor of retracing steps to find lost keys as similar to ‘backing-in’ to a camera set-up by organizing a shot-list. This project teaches the process needed for camera set-up for capturing footage appropriate to various media such as commercials, narrative and documentary. Students question what type of camera platform needed, shot style, peripheral hardware needed (tripod, dolly, lighting) to appropriately shoot for project style.</p> <p>3. Learning Objective: Shot List Comprehension and Pre-production – In-Camera Edit Project – Students shoot a project such as a short narrative in a linear fashion so that no non-linear editing is needed to convey a story. This project helps students understand the importance of a shot-list and pre-production organization needed for camera hardware and progressive shot planning as well as makes the student practice basic cinematography skills specific to their camera.</p> <p>4. Learning Objective: Aesthetics of cinematography and camera use – Shooting for Aesthetics Project – Students shoot a non-narrative shot list taking into consideration aesthetic lighting, angles, framing and other cinematography techniques to enhance students’ understanding of the creative aesthetic needed for effective and marketable camera operation and footage. Footage captured from this project is brought into non-linear software to learn the methods for logging and transferring footage and importing media.</p>
<p>Grading</p>	<p>Grading Scale and Standards: PERCENTAGE SCALE: A=91-100 • B+=89-90 • B=81-88 • C+=79-80 • C=71-78 • D+=69-70= • D=61-68 • F=0-60</p> <p>Policies on Missed Exams and Late Work: Late work will be considered at a loss of 20% each day late.</p> <p>Disclaimer Regarding Grade Changes: All grade change requests must be made within 10 days of issue date.</p>

<p>Attendance Policy</p>	<p>Multimedia and Video Production are demanding fields that emphasize tight deadlines and superior client service; the curriculum and class structure of Digital Media and Graphic design reflect this reality. To prepare you for work, classes are fast-paced and intensive, often involving the creation of projects for real-world business clients. Just like in the working world, there are penalties for poor performance.</p> <p>Technical problems and most personal problems are not considered excuses for late work. Attendance is required. You are expected to attend classes and lab sessions unless prevented by illness or emergency.</p> <p>Arrive to class on time, with the appropriate materials and work through the entire class. It is your responsibility to read and follow the course calendar available on Canvas or by the syllabus given to you by your instructor. Announced changes to the course calendar, demonstrations, or general classroom critiques demand your presence; compensatory work of another kind will not be accepted in lieu of missed instruction. A missed class does not constitute an extension of an assignment!</p> <p>Attending class unprepared for a discussion, critique, workday, or presentation will be considered an absence. Not participating in class discussions, working on other instructors assignments during lecture, playing games or being on social media can be graded as an absence at the instructor's discretion.</p> <p>Universal point system for all Graphic Design / Digital Media classes</p> <ul style="list-style-type: none"> • Each class will have a total of 2000 points available for the student to earn • 1600 points (80%) will come from projects, quizzes and assignments • 400 (20%) points will come from attendance and class participation <p>Missing a critique will count as absence. Excused absences will require a written note from your doctor and will be granted at the discretion of the instructor.</p>
<p>Required Text(s) and/or Video Training Subscriptions</p>	<p>Required: Textbook: GRAMMAR OF THE SHOT Edition:4th 2013, Publisher: Bowen ISBN: 978-1-138-63222-6</p> <p>Lynda.com Subscription Video Training - Purchase personal membership, monthly or annually.</p> <p>Optional Text(s): DSLR Cinema: Crafting the Film Look with Video by Kurt Lancaster ISBN: 0240815513, ISBN-13: 9780240815510 PUB. DATE: November 2010, PUBLISHER: Taylor & Francis</p> <p>Motion Picture and Video Lighting, Second Edition (Classic Reference text) ISBN-10: 0240807634 ISBN-13: 978-0240807638</p>
<p>Required Course Materials</p>	<p>You will be responsible for providing the following supplies in order to complete this course: A DSLR camera with removable lens(es) such as the Canon T4i or Panasonic GH2, Nikon D3200, etc. External media such as a jump drive, SD cards, CF cards, and other digital media, as needed.</p>

<p>Recommended</p>	<p>A note pad for recording image details, location, lighting, etc.</p>
<p>Term Calendar <i>(Tentative: The instructor reserves the right to alter dates of presentations and exams/projects.)</i></p>	<p>Due dates for Major Requirements: *See LMS Calendar for details and updates.</p> <p>Topics to be Covered: Video production and concepts of basic photography & videography</p> <p>Reading Assignments: Grammar of the Shot Online Reference materials</p>
<p>Unique Class Procedure</p>	<p>All video files will be .mov</p> <p>Codex: Working file codex: ProRes422 (ProRes4444 if an alpha channel is needed) Finishing file codex: h.264</p> <p>Frame Rates: 23.976 / 24 - Film/Narrative 29.98 / 30 - News and Reality or Video style 59.94 / 60 - Action / Slow Motion</p> <p>Sizes: 4k 1080p (preferred for turn in) 720p 480p (for comps with heavy render time)</p> <p>Aspect: 16:9</p> <p>Pixel shape: Square</p>
<p>File Naming Convention</p>	<p>The Digital Media department has adopted a program wide file naming convention. All your files must be named this way before being handed over to your instructor. Projects not following this file naming convention will not be accepted and your grade will reflect that:</p> <p>Files names must be structured this way: projectID_studentFirstNameandInitials_Ver#OrFinal.filetype</p> <p>Where: 'projectID' stands for the name of the specific project (The project description is up to the instructor.) 'studentFirstNameandInitials' is of course your last name followed by your initial(s) as one single word. 'Rev#OrFinal' is the Revision state or Final (there can be only one final in the folder). Revisions numbers need to start with 0. For instance, the 'project_01' would read: proj_01_WesRL_ver01.mov or proj_01_WesRL_final.mov If the instructor does not provide the name, use proj_01, proj_02, etc. No special characters should be used.</p>

List of Important Dates	<p>March 12 - Spring B Classes Begin March 14 - Last day to DROP with NO record and receive a refund for Spring B March 28 - Last day to withdraw and receive a "W" for Spring April 13 - Last day to withdraw and receive a "W" for Spring B April 27 - Spring and Spring B Classes End May 4 - Graduation</p>
Availability of Tutoring, Learning Lab, Academic Support	<p>If you need additional tutoring or lab time see your instructor or inquire addition help from lab techs. Note: lab techs are not required to assist students with projects or assignments but can do so if time is available and skillsets are applicable.</p>
Safety Issues	<p>No food or drinks allowed in the labs or classrooms, consume all items in the Production Room N-325, across the hall from N-312.</p>



INFORMATION TECHNOLOGY EDUCATION

Policies and Guidelines

Cell Phone Use Policy

Given the disruptive potential posed by cell phones, students are required to keep cell phones off during class lectures. Use of cell phones during lab exercises are permissible, but please consider those around you

***Children in the Classroom**

Children represent a disruptive element for the classroom. They also increase the risk of accidents occurring in the lab. For those reasons, children should not be brought to either the classroom or the laboratory.

Academic Honesty: Plagiarism And Cheating

Academic honesty is expected, and the instructor reserves the right to respond to cheating, plagiarizing, or other forms of unethical behavior with penalties up to and including removal from the class and/or failure in the course. The instructor also reserves the right to make necessary adjustments to the syllabus.

Academic Ethics and Confidentiality

It is the responsibility of everyone engaged in the learning experience to respect the rights and feelings of their fellow learners. Information gathered in the classroom and from on-line discussions and exercises is to be considered confidential. At the same time, students must recognize that the instructor and the College cannot guarantee the confidentiality of what the student may choose to disclose. Students must use their own discretion when engaging in classroom discussion.

Classroom Behavior

Instructors have the responsibility to set and maintain standards of classroom behavior appropriate to the discipline and method of teaching. Students may not engage in any activity which the instructor deems disruptive or counterproductive to the goals of the class. Students are required to keep cell phones off during class lectures, unless there is permission in advance from the instructor. Instructors have the right to remove offending students from class. Repetition of the offense may result in expulsion from the course. Students are expected to be courteous to others and that includes coming to class on time.

Student Rights and Responsibilities

The purpose of this document is to provide students with a general overview of both their rights and responsibilities as members of the Santa Fe College community. For a complete list of students' rights and responsibilities go to:

[:http://www.sfcollge.edu/studentaffairs/index.php?section=policies/student_rights](http://www.sfcollge.edu/studentaffairs/index.php?section=policies/student_rights)

Americans with Disability Act – Disability Accommodation Statement

If you are a student with a disability: In compliance with Santa Fe College policy and equal access laws, I am available to discuss appropriate academic accommodations that you may require as a student with a disability. Requests for academic accommodations need to be made during the first week of the semester (except for unusual circumstances) so arrangements can be made. You must be registered with Disabilities Resource Center (DRC) in S-229 for disability verification and determination of reasonable academic accommodations. For more information, see:

http://www.sfcollge.edu/student/drc/index.php?section=faculty_resources/rights_responsibilities

Discrimination/Harassment Policy

SF prohibits any form of discrimination or sexual harassment among students, faculty and staff. For further information, refer to College Rule 2.8 at:

http://dept.sfcollge.edu/rules/content/media/PDF/Rule_2/2_8.pdf