

FMP 294: Media Authorship in the Information Age

Fall C 2012
Hybrid

INSTRUCTORS

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For all class related emails: <http://tinyurl.com/FMP294>

DESCRIPTION

Introductory course in conceiving, shooting/recording, editing/revising, authoring/compressing and distributing/marketing video and audio media via modern media formats, with particular emphasis on creating professional looking video for web distribution. Includes survey of compression and encoding, optical media authoring, general principles of non-linear editing, graphic and media file types and search engine optimization.

COURSE OBJECTIVES: Students in this course will...

- Gain an awareness of how computers are used in authorship of modern media and how they can be used to support your own interests in media.
- Become familiar with terminology related to hardware and software operation.
- Build competence in the use of specific software/tools for media creation and editing and understand the differences and similarities between them.
- Create original communicative/expressive media utilizing best practices for online development and distribution.
- Evaluate and compare various formats and encoding schemes for digital audio and video with an understanding of their underlying functions.
- Explore self-directed and autonomous forms of learning by using e-learning methodologies.
- Prepare to pursue further study in computing and in media.

ONLINE LEARNING

Students will take tests/quizzes and turn in projects through the Herberger Online course website (<https://herbergeronline2.asu.edu/mediaauthybrid>). Lectures and online tutorials of the various applications used in this class will also be presented on the course website.

SUBMITTING YOUR VIDEO PROJECTS

All the video projects in this class will be posted on Vimeo and submitted through Herberger Online. **You will need to set up a Vimeo membership** according to the following instructions:

1. Visit www.vimeo.com and create a new membership using **your ASU email address**.
2. Use the same full name that is on the roster for this class as the name on your profile.
3. Attach a recognizable picture of yourself to the profile.
4. Set the "Location" field on your profile to "ASU."
5. Find the group "ASU FMP 294 Fall 2012 – Session C (154002)" (shortcut: <https://vimeo.com/groups/154002>) and submit a request to join the group. One of the instructors will approve your membership
6. When you upload your projects, you *must* title the video as per the instructions in the project assignment sheet, upload them to Vimeo, and then add them to the FMP 294 group.
7. Post a link to your video in the appropriate section of the Projects area of the course website.
8. You and your classmates will then respond to each other's work on the course website.

Titling Your Projects:

For every project use the following titling language:

LastName_TitleOfProject_Assignment.

Example: Chaffin_BirdsOfTempe_AudioPressureProject1, or

Chaffin_MyWebsiteLogo_LogoGraphicProject.

REQUIRED MATERIALS

Textbook:

Harrington, Richard and Weisner, Mark. *Professional Web Video*. Focal Press, 2010.

Software: [Software for this course is available for free or inexpensive download. You may choose to use either a Windows-based or Mac OS X-based computer.]

- Cross-platform
 - GNU Image Manipulation Program (GIMP): <http://www.gimp.org>
 - Audacity (audio editing program): <http://audacity.sourceforge.net>
 - MPEG Stream Clip: <http://www.squared5.com>
- Windows only:
 - Windows Movie Maker
- Mac OS X only:
 - iMovie (non-linear editing program): available for download from the Apple App Store for \$14.99

Hardware:

- *Required:*
 - Personal computer: you are required to have access to a personal computer for completion of the online component of this course. This computer must have high-speed Internet access as well as be able to run all the cross-platform software above and one of the non-linear editing applications (either Windows Movie Maker on a Windows machine or iMovie on an Apple machine).
 - Headphones with 1/8" stereo connector

- *Highly recommended:*
 - Video camera. In the absence of more expensive models, a Flip camera (www.theflip.com) or similar **OR** current generation iPhone or iPod will serve adequately.
 - Audio recorder or USB Microphone. We recommend the Zoom H2 portable recorder (\$129) or the Blue Snowball USB microphone (\$80). You can also use your iPod/iPhone or computer internal mic, but these will improve your quality immensely.

COMPUTER APPLICATION DESCRIPTIONS/INFORMATION

GNU Image Manipulation Program (GIMP)

GIMP is a free software raster graphics editor. It is primarily employed as an image retouching and editing tool and is freely available in versions tailored for most popular operating systems including Microsoft Windows, Apple Mac OS X, and GNU/Linux. In addition to detailed image retouching and free-form drawing, GIMP can accomplish essential image editing tasks such as resizing, editing, and cropping photos, photomontages combining multiple images, and converting between different image formats. GIMP can also be used to create basic animated images in the GIF format.

Audacity

Audacity is a free software, cross-platform digital audio editor and recording application. It is available for Windows, Mac OS X, Linux and BSD. Audacity can also be used for post-processing of all types of audio, including podcasts by adding effects such as normalization, trimming, and fading in and out. Audacity has also been used to record and mix entire albums.

iMovie

iMovie is a proprietary video editing software application which allows Mac, iPod Touch 4th generation, iPhone 4 and iPad 2 users to edit their own home movies. It was originally released by Apple in 1999 as a Mac OS 8 application bundled with the first FireWire-enabled consumer Apple model – iMac DV. Since version 3, iMovie has been a Mac OS X only application bundled in the iLife suite of Macintosh applications.

Windows Movie Maker (WMM)

WMM is a free video editing software package that is provided as part of the Windows XP and Windows 7 operating systems. The most up-to-date version of WMM can be downloaded from Microsoft's website at <http://explore.live.com/windows-live-movie-maker>

Google Sketchup

Sketchup is a free open source 3D graphics application from Google.

PROJECTS & ASSIGNMENTS

LOGO/GRAPHIC PROJECT:

For this project, we will use the creation of a logo or graphic identity as an exploration of the principles behind image creation, editing and encoding. Working with the skills presented in the online tutorials, students will use GIMP to create a multi-color logo or brand for a company or project of their creation.

Each student must turn in two versions of the finished work:

1. the original, multi-layered project file showing the process (NOTE: please save this file, as it will be useful for the animation project later in the semester)
2. a properly compressed PNG file at screen resolution in RGB mode

Projects will be evaluated on the following criteria:

- Proper use of the application and appropriate tools/skills
- Composition of the logo/graphic
- Proper compression (lack of artifacts or aliasing) of the PNG image

Competencies/concepts explored: raster vs. vector graphics, image encoding and compression, image modes, working with layers and channels including alphas, editing raster imagery.

AUDIO PRESSURE PROJECT

A “pressure” project is an assignment carried out within a limited and given time frame with a specific set of goals using a predetermined set of resources. In the Audio portion of this course, the pressure project will revolve around using Audacity to edit and export short music/audio sequences utilizing best practices, based on the skills reviewed in the online tutorials.

Competencies/concepts explored: multi-track audio editing, audio EQ and dynamics processing, audio encoding and compression, understanding sampling rates.

PODCAST PROJECT

You will be putting together a short section of audio to practice and demonstrate technical skills as well as improving narrative abilities in an inherently time-based medium: audio. Because audio takes time, you *must* make something attention grabbing, because unless it’s deemed worth listening to in the first few seconds, you won’t have an audience.

For this project you will be putting together either an attention grabbing piece (à la radio spot) for your product or brand, or a informative piece that has a narrative flow (à la news radio or how-to). This must be 3-5 minutes long, have a clear structure, and must do something to accomplish a specific goal. That goal could be to inform an audience

about a specific topic, promote a brand, or to tell an interesting story. To ensure a focused piece, have a target audience in mind.

Competencies/concepts explored: Understanding key concepts behind a time-based medium: narrative sensibilities, pacing, keeping a specific target audience interested; Technical skills: EQing and dynamics for voice and music, volume automation, making it easy to listen to.

VIDEO PRESSURE PROJECT #1: VIDEO MASHUP

Choose a platform (iMovie or WMM) and watch the corresponding tutorial, then:

- Using only jump cuts, create a unique 1-2 minute music video using the provided footage and audio assets.
- You are to use the provided bin/library of videos and audio tracks posted on the course website.
- Extra credit for recording/capturing and integrating your own video assets into your video.

VIDEO PRESSURE PROJECT #2: 7 SHOT MEDITATION

Shoot a series of 7 shots of one person. Not in any particular order, shoot:

1. an extreme close up
2. a close up
3. a medium close up
4. a medium shot
5. a medium long shot
6. a long shot
7. an extreme long shot

Change up the angles as desired. Try and keep the shots still. The subject does not have to move. Cover only one location, one subject, and one consecutive moment in time. No dialogue. No audio. If possible, turn automatic camera settings off. Shoot in the order you want the images to be seen. Edit your shots into a 1-minute video reflection on the person and their environment.

Competencies/concepts explored: non-linear editing workflow and best practices, linear composition, basic shooting/capturing of video content, audio editing and mastering.

ANIMATION PROJECT

In this project, students will use Google Sketchup for a brief introduction to 3D animation. Students will create a 3D object, and adjust the object and environmental settings. They will then create animation by setting camera paths. Finally they will learn to export the animation as a movie file and add it into their final project.

Competencies/concepts explored: keyframe animation concepts (“tweening”), compositing, layers and channels in animation.

FINAL PROJECT

For the final project, students will be uniting all the skills acquired in previous units. Each student will create a 3-5 minute composition in one of three formats:

1. promotional video for event or organization
2. pitch video for business or entrepreneurial venture
3. music video or short creative film

Each finished product must meet the following requirements, regardless of chosen format:

- 3-5 minutes in length
- Combination of shot material and composed graphics
- Logo overlay or “bug”
- Audio vocal track and musical underscoring
- Proper compression in both HD and SD formats
- Ability to be easily located via simple provided keywords in a web search

Competencies/concepts explored: project development and management, narrative/linear composition, non-linear editing workflow and best practices, audio/video encoding and multiplexing, search engine optimization, multi-platform distribution.

COMMENTS ON FORUM

Viewing and responding to the work of your peers is a critical learning strategy for this class, as well as an important skill in and of itself. For the Logo/Graphic Project, Podcast Project, Video Project, Animation Project and Final Project, each student will need to comment on the work of at least five of their peers in the Project areas set up for each student’s submission. These comments should be substantive and detailed. Avoid non-substantive assessments like “I liked this” or “it was good.” Each statement must be backed up with your reasoning, preferably utilizing the vocabulary we share in the course content. A total of 25 comments will be made throughout the semester, make sure to complete them within 1 week of the submission deadline.

TUTORIAL QUIZZES

After most of the online video tutorial for the various applications utilized in this class, students will be asked to take a short quiz on the course website to evaluate their understanding/retention of the tutorial material.

Competencies/concepts explored: understanding of interface/workflow of each application.

LATE WORK POLICY

For every 24-hour period a submitted project is late after the posted deadline, one full letter grade will be subtracted. After 72 hours, the work will not be accepted and the project will be awarded a zero (0) grade.

“Online Redo”

Occasionally the online portal may crash while you are in the middle of filling out a test or otherwise submitting your work. If you experience a computer malfunction or software crash that prevents you from completing a project on time, you may play your redo card by contacting the Herberger Online Staff **AND** your professors. **You may only use a crash card once during the semester.** It is *highly recommended* that you save frequently and back up your work. Please read the following FAQ for more troubleshooting info regarding Herberger Online: <https://herbergeronline.asu.edu/services/faq.php>

GRADING

<u>GRADED TASK</u>	<u>TOTAL POINTS</u>	<u>% OF FINAL GRADE</u>
<i>Quizzes and Exams</i>		
Tutorial quizzes	80 (8 @ 10pts/each)	10%
Midterm exam	100	10%
Final exam	150	15%
<i>Assignments and Projects</i>		
Logo/graphic project	50	5%
Audio pressure project	50	5%
Podcast project	100	10%
Video pressure projects	120 (2 @ 60pts/each)	10%
Animation project	100	10%
Final project	200	20%
Comments on BB forum	50 (25 @ 2pts/each)	5%
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TOTALS	1000pts	100%

GRADING SCALE

<u>POINTS</u>	<u>PERCENTAGE</u>	<u>LETTER GRADE</u>
980-1000	98-100%	A+
920-979	92-98%	A
900-919	90-92%	A-
880-899	88-90%	B+
820-879	82-88%	B
800-819	80-82%	B-
780-799	78-80%	C+
700-779	70-78%	C
600-699	60-70%	D
<599	<60%	E

PLAGIARISM POLICY

Though there are few opportunities for cheating in a class that is built to evaluate your ideas and skills, nevertheless the possibility for plagiarism exists. Plagiarism or intellectual property theft will result in an immediate loss of all points on the assignment. Plagiarism is defined in ASU's Student Academic Integrity Policy. Examples relating to this class:

- Appropriating or copying all or part of an existing work from online or other sources in a manner not explicitly permitted by the project descriptions.
- Collaboration or "splitting" of work with other students in a manner not explicitly permitted by the project description.

All necessary and appropriate sanctions will be issued to all parties involved with plagiarizing any and all course work. Plagiarism and any other form of academic dishonesty that is in violation with the Student Code of Conduct will not be tolerated. For more information, please see the ASU Student Academic Integrity Policy: <http://provost.asu.edu/academicintegrity>

SPECIAL ACCOMMODATIONS

To request academic accommodations due to a disability, please contact the ASU Disability Resource Center (<http://www.asu.edu/studentaffairs/ed/drc/#> ; Phone: (480) 965-1234; TDD: (480) 965-9000). This is a very important step as accommodations may be difficult to make retroactively. If you have a letter from their office indicating that you have a disability which requires academic accommodations, in order to assure that you receive your accommodations in a timely manner, please present this documentation to the course instructor(s) no later than the end of the first week of the semester so that your needs can be addressed effectively.

COMMUNICATION

All emails sent to the instructors regarding this class should be sent through the form at <http://tinyurl.com/FMP294>

HONORS CONTRACT OPTION

There is an option in this course to do an Honors Contract. According to the Barrett Honors College, Honors Contract options provide an advanced curriculum for courses offered by colleges other than The Barrett Honors College. Students may receive honors credit in FMP 294 by receiving the approval of the instructor to complete an honors option, and by having an individual student-professor contract in place within the first 4 weeks of the semester. The extra work required to fulfill the contract will be negotiated with the instructors on a case-by-case basis related to the student's area(s) of interest.

Syllabus is subject to change, please keep updated through the Announcements area of the course website.

Please contact your instructors with any questions.