

COURSE OUTLINE

PART A: COMMON COURSE OUTLINE

Effective January 2014

Calendar Information

1. Course Title and Number

DIME 115
Digital Media Production 1

2. Calendar Description

This course introduces you to the creation of informative and visually appealing digital audio and video communication products for a specified audience. You will learn video and audio recording fundamentals and how to manipulate audio/video capture using non-linear editing software. You will produce short engaging montages and upload them to a social media video site.

3. Pre-requisites

C+ in English 12 or equivalent

4. Co-requisites

N/A

5. Course Particulars

- (a) Credits: 3.0
- (b) Components
class: 33%
lab 67%;
- (c) Contact Hours
Hours per week; 3
of weeks; 14
Total contact hours: 42

6. Intended Learning Outcomes

The Student Will Be Able To

- 1. Explain the basic theories of digital capture including the function of the lens and microphone, RGB colour theory as it applies to video systems, and sound waves as applied to audio systems.
- 2. Operate digital capture devices and video and audio digital editing tools at a basic level.
- 3. Plan and carry out field assignments effectively, including recruiting, scheduling and liaising with team members and subjects, and determining the equipment required.
- 4. Apply the principles of visual composition, storytelling, and continuity to a finished product.
- 5. Create and organize an effective and unique video-sharing site on a social media site.
- 6. Upload a completed digital media product with appropriate settings tagged for a specified audience.

PART B: COURSE DETAILS

8. Course Content Outline

1. Explain the basic theories of digital capture including the function of the lens and microphone, RGB colour theory as it applies to video systems, and sound waves as applied to audio systems.
 - a. Explain basic wave theory as it applies to video and audio production.
 - b. Explain RGB colour theory as it applies to video systems.
 - c. Explain light intensity and its impact on colour.
 - d. Explain the function of a lens.
 - e. Explain the function of a camera sensor.
 - f. Explain the basic functions of a video monitor.
 - g. Identify and explain the function of various audio/video connectors.
 - h. Explain and apply different digital resolutions to video production.
 - i. Understand and apply container file and compression schemes.
2. Operate digital capture devices and video and audio digital editing tools at a basic level.
 - a. Set up and level a tripod.
 - b. Attach a camera to a tripod.
 - c. Lock and unlock tilt and pan controls.
 - d. Adjust head tension.
 - e. Break down tripod.
 - f. Insert and remove a battery in a camera.
 - g. Recharge batteries.
 - h. Turn on camera.
 - i. Insert a card.
 - j. Operate camera to automatic mode.
 - k. Operate camera in manual mode to adjust colour balance, ISO or Gain levels, aperture, shutter and focus.
 - l. Understand and apply video resolution when setting up an editing timeline.
 - m. Demonstrate the basic functions of the timeline, source monitor and bin, and titling in a non-linear editing system.
 - n. Edit a piece using the techniques of good continuity.
 - o. Adjust settings when exporting video.
3. Plan and carry out field assignments effectively, including recruiting, scheduling and liaising with team members and subjects, and determining the equipment required.
 - a. Evaluate the requirements of the shoot
 - b. Estimate the equipment required
 - c. Recruit and schedule crew members
 - d. Liaise with crews and subjects for shoot
 - e. Implement the shoot
4. Apply the principles of visual composition, storytelling, and continuity to a finished product.
 - a. Explain and apply the concept of headroom and noseroom
 - b. Explain and apply the concept of dividing the screen in half
 - c. Explain and apply the concept of thirds
 - d. Explain and apply the concept of back and foreground relationship
 - e. Explain and apply correct action axis
 - f. Shoot an interview using proper framing techniques
 - g. Use dynamic framing while shooting scenes
 - h. Shoot sequences of pictures using the wide, medium, close up framings
 - i. Apply correct action axis when editing together two or more pictures
 - j. Apply correct screen direction when editing together two or more pictures
 - k. Demonstrate how to cut together wide, medium and close up shots of the same scene
 - l. Apply the principle of cutting on action
 - m. Demonstrate how to avoid a jump cut
 - n. Edit sequences of pictures together to create a visual narrative

- o. Apply narrative story construction to video production
 - p. Develop a video story with an identifiable beginning, middle and end
- 5. Create and organize an effective and unique video-sharing site on a social media site.
 - a. Create an attractive site that shows off content.
 - b. Develop a network of contacts within the video-sharing program.
 - c. Organize site for easy navigation.
 - d. Set up profile settings to create an effective online persona.
 - e. Use diagnostics to track viewer statistics.
 - f. Use tagging effectively to draw viewers to the site.
- 6. Upload a completed digital media product with appropriate settings tagged for a specified audience.
 - a. Upload video projects with settings which balance file efficiency and playback quality.
 - b. Appropriately title and describe your video project.
 - c. Use appropriate categories and viewing settings.
 - d. Tag your project to draw viewers.

9. Basis of Student Assessment (Weighting)

- a. Assignments: 60%
- b. Tests 30%
- c. Attend/Cond: 10%

10 Course Schedule

- a. Class Hours
 - Lectures: Tuesdays 9:30-10:20
 - Labs: Thursdays 9:00-11:00
 - Thursdays 1:00-3:00
- b. Out of Class Requirements; as needed

11. Required Materials

None

12. Bibliography

N/A

13. Instructor Information

- (a) Office Hours: Tuesdays, 10:30-11:30. Thursdays 11:00-12:00
- (b) Location: Y315B
- (c) Phone; 370-3394
- (d) E-mail; bryce@camosun.bc.ca