

## COURSE OUTLINE

**Course 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.

Ω *Please note: the College electronically stores this outline for five (5) years only. It is **strongly recommended** you keep a copy of this outline with your academic records. You will need this outline for any future application/s for transfer credit/s to other colleges/universities.*

### 1. Instructor Information

(a)	Instructor:	Andy Bryce		
(b)	Office Hours:	Tuesday 1:00-3:00		
(c)	Location:	Y315B		
(d)	Phone:	250-370-3394	Alternative Phone:	
(e)	Email:	Bryce@camosun.bc.ca		
(f)	Website:	www.andyjaybryce.com		

### 2. Intended Learning Outcomes

Upon successful completion of this course a 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.

### 3. Required Materials

None

### 4. Course Content and Schedule

*(This section can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)*

Lecture: Tuesday 9:30-10:20

Lab: Thursday 9:00-11:00, Friday 9:00-11:00

Online: one hour a week at student discretion

Out of Class: 2 hours a week

Quizzes: November 6

## 5. Basis of Student Assessment (Weighting)

- (a) Assignments: 55%
- (b) Tests: 35%
- (c) Exams: N/A
- (d) Attendance and Participation: 10%

## 6. Grading System

### Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

### Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at [camosun.ca](http://camosun.ca) for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. ( <i>For these courses a final grade will be assigned to either the 3<sup>rd</sup> course attempt or at the point of course completion.</i> )
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

## 7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

### LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College calendar, at Student Services, or the College web site at [camosun.ca](http://camosun.ca).

### STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy.

## Course Content

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 the function of a lens.
  - d. Explain the function of a camera sensor.
  - e. Explain the basic functions of a video monitor.
  - f. Identify and explain the function of digital cables and connectors.
  - g. Explain and apply different digital resolutions to video production.
  - h. 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, level and operate a tripod.
  - b. Attach a camera to a tripod and effectively use pan and tilt controls.
  - c. Set up a DSLR camera including installing accessories such as batteries and cards,
  - d. Operate a DSLR camera in automatic mode with exposure adjustment controls.
  - e. Understand and apply video resolution when setting up an editing timeline.
  - f. Demonstrate the basic functions of the timeline, source monitor and bin, and titling in a non-linear editing system.
  - g. Edit a piece using the techniques of good continuity.
  - h. 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. Develop a video sequence with an identifiable beginning, middle and end
  
5. 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.

**Weekly Planning:** FALL 2014 (this will be updated regularly, check D2L)

WEEK	LECTURE	ONLINE	ASSIGNMENTS	TESTS/LABs
1 S 1-5	Intro			Basic use of DSLRs* 10 shots
2 S 8-12	Composing People			How to do Composing People**
3 S 15-19	Technical Talk – frame sizes, frames per second rates, file sizes.		Composing People due	Composing People
4 S 22-26	Composing Scenes			Techniques for Composing Scenes
5 S 29 – O 3	Shooting for Continuity		Composing Scenes due	Composing Scenes
6 O 6-10	Introduction to Editing			Walk through basic editing
7 T-giving O 13-17	Guerilla Lighting		First Edit	More editing
8 O 20-24	Audio Importance			Edit sounds (give to them)
9 O 27-31	Mixing Images and Music Assignment			Mash Up – music sound and images from web
10 N 3-7	Guest Speaker			Mash Up – music sound and images from web
11 N 10-14	Remembrance Day		Mash Up Due	Mash Up – music sound images from the web
12 N 17-21	Tech Talk Review			Tech Talk Test
13 N 24-28				Edit Test
14 D 1-5	Camera Test		Montage due	Camera Test

\*include exposure compensation, manual focus

\*\* include microphone and playback of video to check audio.