CAMOSUN COLLEGE
School or Arts and Science
Department of Communication

DIME 115
Digital Media Production
Winter 2020

COURSE OUTLINE

The calendar description is available on the web @

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: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.*

1. Instructor Information

(a)	**Instructor**	John Mackenzie	
(b)	**Office hours**	Wed. & Thurs. 10:30-11:30 am	
(c)	**Location**	Y315B	
(d)	**Phone**	250-370-3395	**Alternative:**
(e)	**E-mail**	mackenziej@camosun.bc.ca	
(f)	**Website**		

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

- 2 SDHC cards, 16 gig minimum
- Set of good headphones (earbuds are a poor substitute)
- 1 USB-3 Memory stick, 16 gig minimum
- Recommend a smaller memory stick to hand projects in on
- Recommend a 1-Terabyte USB-3 external hard drive

4. Course Content and Schedule

Lecture: Tuesday 10:30-11:20 am and one hour online per week
Lab: Wednesday or Thursday, 8:30-10:20 am
Out of Class: 2 hours a week

WEEK	LECTURE	LABS	ASSIGNMENTS/LABS/TESTS
1 J 6-10	Introduction	Set up camera First shots exercise	
2 J 13-17	Digital Camera Primer – *make sure they know this material will be on test*	Set up and break down camera review Scavenger Hunt DSLR	
3 J 20-24	Composition – Scenes	Composing Scenes	Composing Scenes 5% J 22/23
4 J 27-31	*Mention composing from experts* Comments on Composing Scenes Composition – People Explain Composing People Assignment – include use of microphone	Composing People	Composing People10% J 29/30
5 F 3-7	Introduce Final Project & Montage	Fundamentals of Editing *Make sure they know this will be on test* Create a montage Using lab footage & music bed	Composing from the experts (Online) 5% F. 3
6 F 10-14	Technical –Waves and the digital world. Resolution – scanning-frames	First Edit	First Edit 5% F 12/13
7 F 17-21 READING BREAK	No Lecture	No lab	
8 F24–28	Review technical including First Edit Composing from Experts	Review technical Study Groups	Technical Quiz no marks
9 M 2-6	Where we are in the term Manual Controls on DSLR – include white balance	Technical Test	Technical Test 15% M 4/5 Youtube
10 M 9-13	Continuity	Continuity Exercise	Continuity Exercise 5% M 11/12
11 M 17-20	No Lecture	Action Sequence	Action Sequence 5% M 18/19

12 M 24-27	Audio Fundamentals	Do Dorothy Parker quote with PMD – have to mark the clip – do it all in one take	Syncing video and audio 5% M 25/26
13 M 31 – A 3	Cam Tests	Cam Tests	Cam Tests 10% A 1/2
14 A 6-10	Intro to Using Natural Light Prep Edit Test	Edit Tests	Edit Tests 10% A 8/9 Final Project 20% A 9

5. Basis of Student Assessment (Weighting)
(Should be directly linked to learning outcomes.)

(a) Assignments: 60%

(b) Tests: 35%

(c) Exams: N/A

(d) Attendance and Participation: 5%

6. Grading System
(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)
(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)

X Standard Grading System (GPA)

☐ Competency Based Grading System

7. Recommended Materials to Assist Students to Succeed Throughout the Course

8. College Supports, Services and Policies

Immediate, Urgent, or Emergency Support
If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @ http://camosun.ca/about/mental-health/emergency.html or http://camosun.ca/services/sexual-violence/get-support.html#urgent

College Services
Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at http://camosun.ca/

Students with mental health concerns or a permanent disability which requires accommodation, are encouraged to connect with the Lansdowne Centre for Accessible Learning (CAL) at 250-370-3312 or accessible@camosun.ca as soon as possible.

College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at http://camosun.ca/about/policies/. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

A. GRADING SYSTEMS *http://www.camosun.bc.ca/policies/policies.php*

The following two grading systems are used at Camosun College:

1. 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		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

B. 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 at http://www.camosun.bc.ca/policies/E-1.5.pdf for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description

I	*Incomplete*: 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	*In progress*: A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	*Compulsory Withdrawal*: 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.

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.