COURSE OUTLINE

GMMD 311 VIDEO EFFECTS AND POST PRODUCTION

Prepared By: Morgan Elliott

THE STATE UNIVERSITY OF NEW YORK AT XANTON
CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN
August 2016
A. **TITLE:** Video Effects and Post Production

B. **COURSE NUMBER:** GMMD 311

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** No

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Fall and Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
   
   3 lecture hours per week

H. **CATALOG DESCRIPTION:** This course is an introductory course that will include broadcast and film standards, equipment function, and basic aesthetics. The coursework will focus on properly utilizing camera specifications, basic lighting concepts, and audio equipment settings. Students will learn aesthetic techniques and be expected to combine those techniques with their knowledge of the basic equipment.

I. **PRE-REQUISITES/CO-REQUISITES:**

   a. Pre-requisite(s): Junior Level Status

   b. Co-requisite(s): none

J. **GOALS (STUDENT LEARNING OUTCOMES):**

   By the end of this course, the student will be able to:

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<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tr>
<td>a. Demonstrate basic camera functions through readings, lectures, and hands-on application.</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>b. Evaluate aesthetic variables of video based on industry examples.</td>
<td>2. Crit. Thinking</td>
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<td>c. Create lighting setups for both interviews and dramatic settings.</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>d. Demonstrate the use of audio equipment for interviews, location shooting, and foley work.</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>e. Recognize practical uses of equipment for different production scenarios.</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>f. Apply equipment knowledge and techniques to on set production.</td>
<td>1. Communication</td>
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<td>2. Crit. Thinking</td>
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K. **TEXTS:**

Edition: Seventh Edition


L. **REFERENCES:**  Films from campus library

M. **EQUIPMENT:**  University supplied equipment, canon t3i dslr cameras, sony nxcr camcorder, rode shotgun microphones, cowboy studio soft boxes and led light panels

N. **GRADING METHOD:**  A-F

O. **MEASUREMENT CRITERIA/METHODS:**  (list in bullet form, all outlines should be created for face-to-face course delivery, attendance is not measurable, but you can list participation – see examples below)
   - Final Project
   - Midterm
   - Weekly Assignments
   - Progress
   - Participation

P. **DETAILED COURSE OUTLINE:**  (must use the outline format listed below)

I. **Week 1: Broadcast and Film Standards**
   - A. Resolution
   - B. Frame rates
   - C. Aspect Ratio
   - D. NTSC vs PAL
   - E. Codecs
   - F. File types and File Size
   - G. Introduce Weekly Assignment Expectations

II. **Week 2: Camera Basics One**
   - A. Aperture/Iris
   - B. F-stop
   - C. Focusing, Depth of Field
   - D. White balancing
   - E. Assignment 1: Analysis of designated film clip

III. **Week 3: Camera Basics Two**
   - A. Sensor and ISO
   - B. RGB curves
   - C. Waveform monitor
   - D. Hands-on Learning (Split into groups, work with equipment)
   - E. Assignment 2: Analysis of designated film clip

IV. **Week 4: Camera Mounts and Movement**
A. Using a tripod  
B. Using shoulder mount  
C. Stabilizers  
D. Pan, Tilt, Dolly, Truck, Crane  
E. Assignment 3: Analysis of designated film clip

V. Week 5: Frame Composition and Sequences  
A. Rule of thirds  
B. Headroom/Leading room  
C. Cross Camera Cutting/180 degree rule  
D. Single camera setup  
E. Assignment 4: Analysis of designated film clip

VI. Week 6: Specifications (What to look for when choosing cameras and lenses)  
A. Color (Bit) Depth  
B. Dynamic Range  
C. Resolution and Framerates  
D. Low Light Capabilities  
E. Zoom and Prime Lenses  
F. F-stop, Depth of Field  
G. Compression  
H. Assignment 5: Comparative Analysis of (2) clips, focusing on Specs.

VII. Week 7: Audio  
A. Types of microphones and their uses  
B. Methods of capturing audio  
C. Monitoring audio levels  
D. Types of audio files  
E. Assignment 6: Audio analysis of designated film clip

VIII. Week 8: Lighting and Midterm  
A. Midterm Exam (Weeks 1-7)  
B. Assign Final Project  
C. Types of lights and their uses  
D. Lighting for interviews  
E. Dramatic lighting

IX. Week 9: Lighting Two  
A. Practical lighting  
B. Reflectors and natural light  
C. Color Temperature  
D. Assignment 7: Analysis of lighting in designated film clip

X. Week 10: Aesthetic Choices One  
A. Telephoto vs. Wide Angle  
B. Lines  
C. Framing  
D. Angles  
E. Assignment 8: Analysis of aesthetic choices in designated film clip

XI. Week 11: Aesthetic Choices Two
A. Perspective, horizon lines  
B. Timing, pace  
C. Space  
D. Assignment 9: Analysis of aesthetic choices in designated film clip

XII: Week 12: Aesthetic Choices Three  
A. Blocking  
B. Camera Movement  
C. X, Y, Z orientation  
D. Depth  
E. Assignment 10: Analysis of aesthetic choices in designated film clip

XIII: Week 13: Aesthetic Choices Four  
A. Sound as an indicator  
B. Ambient Sound  
C. Music  
D. Narration

XIV: Week 14: View and Critique Final Projects

XV: Week 15: View and Critique Final Projects

Q. **LABORATORY OUTLINE:** (If the course has a designated laboratory session this MUST be completed, follow the format for the detailed course outline listed above)