

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
GMMD 311 – Video Effects and Post-Production

CIP Code: 50.0601

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

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Updated by: Christopher Sweeney

Canino School of Engineering Technology

Department: Decision and Graphic Media Systems

Semester/Year: 2021

- A. TITLE: Video Effects and Post-Production
- B. COURSE NUMBER: GMMD 311
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: per week
 # Lab Hours: per week
 Other: per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No

- E. GER CATEGORY: None: Yes: GER
If course satisfies more than one: GER

- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

G. COURSE DESCRIPTION:

This course provides a project-based exploration of advanced editing techniques in digital video production. Topics include compositing, light matching, colorization, and motion graphics.

- H. PRE-REQUISITES: None Yes If yes, list below:

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (*see key below*)

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

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>
Compare and evaluate different types of video effects	Design Critique		5-Ind, Prof, Disc, Know Skills ISLO ISLO Subsets Subsets Subsets Subsets

Create a video composite	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Create a storyboard and shooting/editing schedule	Design Process		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Create visually effective title and closing sequences	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Demonstrate effective use of color correction/manipulation	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Critique studenty story-boards and narratives	Design critique		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service

- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship
(program, class, project)

K. TEXTS:

NA

L. REFERENCES:

NA

M. EQUIPMENT: **None** **Needed:** Advanced design classroom capable of running Adobe After Effects or comparable

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Presentations

Scripts, storyboards, and schedules

Scene

Short video

P. DETAILED COURSE OUTLINE:

I. History of Practical Effects

II. History of Post-Production Effects

III. History of Titling

IV. CGI

V. Color-Matching and Manipulation

VI. Matte Painting

VII. Keys and Traveling Mattes

VIII. Motion Graphics

IX. Production

Q. LABORATORY OUTLINE: **None** **Yes**