

COURSE SYLLABUS

Course: DC 220-401 AU13 • T Th 10:10 – 11:45 AM • CDM LOOP Room 922

INSTRUCTOR: Martin Bernstein

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Summary of course

This course is an introduction to Adobe Premier Pro along with related applications including Adobe Encore. Utilizing a workshop atmosphere in combination with lectures, demonstrations, readings, and projects, students will take their first steps toward a technical mastery of the art and craft of digital video editing.

COURSE OBJECTIVES:

- Mastery of the basics of Adobe Premier Pro – understanding of complimentary programs such as QuickTime Pro, Adobe Encore and Compressor.
- Knowledge of formats, format conversion, and aspect ratios
- In addition, much attention will be paid to outputting projects using QuickTime, Adobe Encore.
- On the creative side, the power of editing to manipulate a viewer's mind and emotions, the responsibility that goes with that power, editing as the final write of a story, editing aesthetics, and discovering one's own personal editing style will all be present every step of the way through this course.
- *And finally, editing in Premier Pro, while challenging, is also a lot of fun. I guarantee you that throughout the quarter you will have many "Wow, that's so cool" moments. So, enjoy.* – Courtesy of Dana Hogdon

Textbooks and printed resources

REQUIRED:

Adobe Premiere Pro CS6 Classroom in a Book

Sandee Adobe Creative Team/Peachpit ISBN-10: 0321822471

In the Blink of an Eye, 2nd Edition, Walter Murch.

Murch & Coppola, Silman-James Press, 2001. ISBN: 1879505622

This is a quick and easy read. Murch offers some very astute observations on the art of editing along with a frank look at the Hollywood industry.

REQUIRED SUPPLIES:

1 External (Firewire is preferred) Hard drive (60 GB minimum)

1 USB flashdrive for project backups

5 DVD-Rs for outputs and backups

Prerequisites: NONE

Grading

Assignment # 1 10%

Assignment # 2 10%

Assignment # 3 10%

Assignment # 4 10%

Assignment # 5 10%

Assignment # 6 20%

Lab Practical Exam 20%

Class Participation/Quizzes 10%

• A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

Assignments:

Assignment # 1: Rough Cut of Action–Music Project

Assignment # 2: Fine Cut of Action–Music Project

Assignment # 3: Rough Cut of Dialog Project

Assignment # 4: Fine Cut of Dialog Project

Assignment #5: Stealomatic Rough Cut

Assignment #6: Stealomatic Fine Cut on DVD with Menu

Action–Music – this is a showdown between rival gangs – with a twist. You will import dailies, organize, and then edit the footage into a rough cut for Assignment # 1. Then you will refine your edit and add music, SFX, titles for assignment # 2.

Dialog Project – this is a simple dialog exercise. As with the first one, you will import footage, edit and revise, using more sophisticated techniques of reaction, overlapping, etc. The fine cut will add music, titles, color correction, filters, etc.

Stealomatic – sometimes referred to a Videomatic. A Stealomatic is typically a test or sketch of an idea for a TV spot or PSA using found or stolen footage. For Assignment #5 you will create an original Stealomatic on a subject/topic of your choice. Typically this will be still photos and video (grabbed from the web), titles, and music. You may use Voice Over but I discourage this unless you know what you are doing in terms of VO recording. Target length for your Stealomatic is approximately 2 to 3 minutes.

Assignment # 6 will be a fine cut of your Stealomatic. Ideas for Stealomatics will be discussed in class. You will have to present your idea in class on a date to be determined. Think in terms of a promo for a city or place (What happens in Vegas, etc), or a PSA about a social issue, a subject about which you are passionate. Remember, great stories are about conflict, opposing forces.

Lab Practical Exam – this will be administered individually **BEFORE** the final exam date, and will be scheduled in advance. I will explain the parameters in class.

FINAL EXAM DATE: *Tuesday, November 26, 2013, from 8:45 AM to 11:00 AM*

- **NOTE TIME CHANGE**
- Attendance is required.

University policy requires a class meeting with significant coursework or lecture. Since the Lab Practical Exam on the last regular day of class is our actual final exam, we will use this session to screen final projects.

Finished Assignment # 6 due in class. Turn in on DVD with simple icon menu and play button. Screen and Critique.

ASSIGNMENT SUBMISSION

The nature of work in the media professions is deadline specific. Assignments for this course must be turned in by the posted deadline, or they will be marked down by one letter grade for each CLASS SESSION they are late. Since online upload of assignment files is available, this requirement is realistic as well as practical.

Week 1

Day 1: Introductions, Overview, Syllabus, Assignments, Firewire & Flash Drives

Week 2:

Day 1: Adobe Premier Pro: Workflow & Organization, Project Panel, Source/Program Monitors, Timeline • IMPORT Project 1: Friends of the Family

Day 2: Action Editing: Assembly, Insert & Overwrite Editing, Trimming

Week 3

Day 1: Editing in the Timeline, Exporting to QuickTime, Formats & Codecs

Day 2: PROJECT 1 DUE: Action 1st Cut, Screen & Critique

Week 4

Day 1: Import Music, Title Superimpose, Scrolling End Titles

Day 2: MURCH Discussion, In Class Editing – Action Project

Week 5

Day 1: PROJECT 2 DUE: Action FINE CUT • Begin DIALOG PROJECT

Day 2: Dialog Editing: Selects, Assembly, Reactions, Audio

Week 6

Day 1: Dialog Project – Advanced Editing: Mattes, J & L Cuts, Color Correction

Day 2: PROJECT 3 DUE: Dialog 1st Cut, Screen & Critique

Week 7

Day 1: MURCH Discussion, STEALOMATICS, PSAs & TV Promos: Finding elements on the web, importing JPEGs, YouTube video, music, etc.

Day 2: PROJECT 4 DUE: Dialog FINE CUT • Present STEALOMATIC Ideas

Week 8

Day 1: Advanced Editing: Special Effects, Filters, Basic Motion

Day 2: Advanced Editing: Titles, Multiple Layers

Week 9

Day 1: PROJECT 5 DUE: STEALOMATIC 1st CUT – Screen & Critique

Day 2: Compressor & Encore

Week 10

Day 1: Review for Lab Practical Exam

Day 2: LAB PRACTICAL EXAM

Week 11

FINAL EXAM – Final Projects Due on DVD: Note alternate time above