A&D 331: Digital Video-Production and Aesthetics

Course Description:
This course is a basic studio introduction to video production and how video can be used as an artistic medium in conjunction with the students' photography. Classes will consist of lectures, hands on demonstrations, and critiques. There will be limited work time available in class, but for the most part students will be expected to work on projects on their own. Topics include video/film formats, lighting, audio, editing, distribution, experimental, live event, production paperwork, and extensive time spent on mastering the camera. Students will be screening the work of modern video artists as well as hosting guest speakers with various specialties in the video world. Students will produce four projects, each of which focuses on a different aspect of video as a medium and how these can be applied in narrative or experimental ways, followed by one final project.

Course Website:
http://tinyurl.com/AD331-Fall2010

Instructor Information:
John Cessna, MFA
JCessna@Purdue.edu/JohnCessna@me.com
574-606-6504
Office Hours: TBA

Course Materials:
-Based on Supplies List given out during Week 1:
    -One External Hard Drive with firewire, at least 120gb, 7200rpm.
    -Firewire 800 adapter if drive only has 400
    -5 mini-DV tapes
    -5 DVD-R blank discs

Schedule:
Week 1 (8/24, 8/26)
    Class 1: Introduction
    Class 2: Introduction

Week 2 (8/31, 9/2)
    Class 1: Introduction
    Class 2: Lecture: Introduction to Video/Differences from Photography. Demo: Hands on with DV Cams

Week 3 (9/7, 9/9)
    Class 1: Lecture: Camera History. Demo: Capturing video in Final Cut Pro.
    Class 2: Demo: Introduction to editing in FCP.
        -Students' Footage Captured
        -Project #1 Assigned (Camera Understanding)

Week 4 (9/14, 9/16)
    Class 1: Lecture: Camera Mounts/Specialty Shots.
    Class 2: Critique Project #1.

Week 5 (9/21, 9/23)
        Class 1: Lecture: History of Editing. Demo: Common problems encountered on Project #1.
        Class 2: Demo: Advanced Editing Techniques.
                -Project #2 Assigned (Crafting a Narrative/File Management)

Week 6 (9/28, 9/30)
        Class 1: Lecture: History of Lighting. Demo: Hot Lights.
        Class 2: Critique Project #2.

Week 7 (10/5, 10/7)
        Class 1: Lecture: Experimental Lighting and Modern Convergence. Demo: Common problems encountered on Project #2
        Class 2: Lecture: Experimental Video History-Modernism
                -Project #3 Assigned (Experimental Narrative and Lighting)

Week 8 (10/12, 10/14)
        Class 1: No Class (October Break)
        Class 2: Lecture: Experimental Video History-Postmodernism and Video Art

Week 9 (10/19, 10/21)
        Class 1: Lecture: Experimental Video History-Video as Installation
        Class 2: Critique Project #3

Week 10 (10/26, 10/28)
        Class 1: Lecture: History of Audio in Video Production. Demo: Audio Gear
        Class 2: Demo: Common problems encountered on Project #3
                -Project #4 Assigned (Crafting video using audio)

Week 11 (11/2, 11/4)
        Class 1: Lecture: Storyboarding.
        Class 2: Lecture: Setup Schedules

Week 12 (11/9, 11/11)
        Class 1: Critique Project #4
        Class 2: Demo: Scripting in DVD Studio Pro

Week 13 (11/16, 11/18)
        Class 1: Lecture: Live Event Production. Demo: Common problems encountered on Project #4.
                -Final Project Assigned
        Class 2: Discuss Final Project Concepts. Sign up for individual meetings.

Week 14 (11/23, 11/25)
        Class 1: Individual Meetings for Final Project
        Class 2: No Class (Thanksgiving Break)

Week 15 (11/30, 12/2)
        Class 1: Lecture: History of Distribution. Demo: Exporting Media for various applications.
        Class 2: Lecture: The Future of Video as an Art Form.

Week 16 (12/7, 12/9)
    Class 1: Work Day on Final Projects
    Class 2: Final Project Critique

Finals Week
    Assigned Exam Period: Activity TBA

This is only a rough schedule and is completely open to change based on problems encountered, guest speakers, special screenings, campus events/emergencies, etc.

Project Descriptions:
Project 1: Shooting with a camera, demonstrating an understanding of the rule of thirds, depth of field, shot types and angles.

Project 2: Editing previous footage and proper file management on external drives and within a non-linear editor. Building an experimental/narrative project from the footage shot in Project 1 and the Capture Demo footage from Week 3.

Project 3: Experimentation with lighting. Final video must demonstrate 3 types of lighting discussed in class. A new project created via this footage.

Project 4: Creating a narrative or experimental piece motivated by audio, both diegetic and non-diegetic, original and sampled.

Final Project: Independent Project to be approved instructor. Must be 8-10 minutes in length utilizing lessons from previous lectures. Completed Storyboards and Set Up schedules must accompany when turning in final project. Grading emphasis will be on conception, execution, and distribution of work.

These are only general descriptions. Project details will be given when assigned.

Grading:
Project 1: 10%
Project 2: 10%
Project 3: 10%
Project 4: 10%
Final Project: 50%
Participation: 10%

Attendance at all class sessions is essential to your success in this course. More than 3 absences will result in a proportionate lowering of the final grade, (4 absences = 1 grade lowered and 1 grade for each subsequent absence: 6 = F).

Successful completion and timely submission of all assignments is essential to the participation of the course. Late submissions will be lowered one full letter grade. Assignments will not be accepted more than one week late.

Participation will be considered in determining final grades. Participation will include activity in crits/discussions, use of class time, and attendance. If participation is not adequate to course requirements appropriate grade deduction will be implemented.

The Photography and Related Media Area uses the following grading system.
LETTER GRADE/PERCENTAGE POINTS

A	93-100
A-	90-92.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	63-66.9
D-	60-62.9
F	0-59.9

Extra Credit: 1% for every show/contest/festival to which the student submits work. They must be pieces made in this class and the student must provide proof of entrance. 5% maximum.

Additional Statements
DISABILITIES AND ADAPTIVE PROGRAMS STATEMENT
Students with disabilities must register with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with the instructor as soon as possible to discuss your needs.

EMERGENCY STATEMENT
In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Here are ways to get information about changes in this course: the class website and through email.

COURSE EVALUATIONS STATEMENT
During the last two weeks of the semester, you will be provided with an opportunity to evaluate this course and your instructor(s). Purdue now uses an online course evaluation system. Near the end of classes, you will receive an official e-mail from administrators with a link to the online evaluation suite. You will have up to two weeks to complete this evaluation. Your participation in an integral part to this course and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system.

ACADEMIC DISHONESTY STATEMENT
Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [Part 5, Section III-B-2-a, of University Regulations] Furthermore the university Senate has stipulated that "the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs, plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest." [University Senate Document 72-18, December 15, 1972]

PLAGIARISM STATEMENT

The Office of the Dean of Students will investigate instances of reported plagiarism and take appropriate actions. See the Dean of Students web page for descriptions of plagiarism and university plagiarism policies (http://www.purdue.edu/univregs/pages/stuconduct/stu regulations.html). All acts of plagiarism are violations of the University Academic Dishonesty Policy and will be dealt with according to procedures established by the university.

CLASS ATTENDANCE STATEMENT

Purdue University policy states that all students are expected to be present for every meeting of classes in which they are enrolled. All matters relative to attendance, including the make-up of missed work, are to be arranged between you and the instructor. Only the instructor can excuse you from classes or course responsibilities. In the case of an illness, accident, or an emergency, you should make direct contact with your instructor as soon as possible, preferably prior to class. If the instructor cannot be reached directly a message should be left in the instructor's departmental mailbox or with the department secretary. If you will be absent for more than five days, and have not been able to reach the instructor in person or by telephone or through leaving notification of your circumstances with the divisional secretary, you or your representative should notify the Dean of Students (765-494-1254) as soon as possible after becoming aware that the absence is necessary. Be advised, you may be asked to provide documentation from an authorized professional or agency, which supports an explanation for your absence.

A&D 331: Digital Video-Production and Aesthetics

Project 1: Camera Understanding

This first project is to show your basic understanding of shooting with a video camera and the shots you'll need when you start constructing pieces for editing. It's an exercise in your technical skills and your ability to plan ahead for future edits.

You'll need 2 subjects (people, pets, still life, any mix of these, etc)

You'll shoot:
-establishing shot
-wide shot
-medium shot
-close up
-extreme close up
-left third (subject #1)
-right third (subject #2)
-Dutch shot
-Push In/Out

The following need to all be used at least once:
-one shot lit by daylight
-one shot lit by 1 light (desk lamp, overhead lights, etc)
-one shot lit by 2 lights used in conjunction
-one shot that pans (left ←→right)
-one shot that tilts (up←→down)

-The above shots must all be white-balanced/exposed correctly and in focus
-All shots must be done using a tripod
-All work is to be done on your own. No Partners!
-None of your subjects can be people from class

These shots are the bare minimum you need, but remember that Project #2 is an edit using the footage you shoot here (combined with the footage you shot for your capture-demo), and Project #2 must be 90 seconds-3 minutes in length, so plan ahead!

You'll be graded on having all the required elements shot, captured, and labeled correctly in Final Cut Pro, as well as having clean, organized file management on your external hard drive.

After critique, minor adjustments can be made, and then the files will be uploaded to Vimeo.com and shared in the Purdue A&D 331 Video Group:

http://tinyurl.com/AD331-VimeoGroup

Critique is in 1 week on 9/16/2010.

A&D 331: Digital Video-Production and Aesthetics

Project 2: Basic Editing & Exporting

The second project is to show your ability to edit the footage you've already captured in Final Cut Pro. Using the clips you shot for the Capture Demo and Project #1, create either a narrative or experimental piece that runs between 90 seconds (minimum) and 3 minutes (maximum). You can go beyond the 3 minute maximum, but it must be cleared with me first.

Narrative:
Use your footage to visually tell a story. Maintain proper editing techniques/continuity, which means avoiding composition crashes, losing the viewer's spatial-perception, breaking the 180 rule, etc. Does not need to necessarily be dialogue based. Consider using music, subtitles, or even pure silence, just to name a few ideas.

Experimental:
Using the moving image to create a piece that focuses on the basic foundations of art: movement, contrast, pattern, balance, etc. Does not need to tell a story, but still needs a clear concept behind it that you can talk about during critique. What were you trying to achieve? Comment on? Represent?

Required Statement:
You're required to prepare a small artist statement (1-2 paragraphs) about the piece, specifically your concept and how you achieved this in your edit. This will be part of how you introduce your piece during critique and will help you field questions.

Rules:
-Only allowed to use straight cuts and dissolves. Sorry, no star wipes. (Also make sure your clips are long enough to use the dissolves and there are no black gaps in your timeline.)

-Feel free to change footage speed, reuse clips, play with audio, experiment with the various elements of editing.

-Minor Color Correction is recommended, to either create a uniform look/aesthetic between clips, or to embrace the experimental.

-No re-shoots or additional footage allowed unless specifically approved by me. (Remember I have screenshots of your last project, so I know what you had captured and available to you.)

-Don't ignore text as an aesthetic option (but I don't want 20 seconds of video and 70 seconds of credits)

Grading:
For this project, you'll be graded on the quality of your edit (avoiding mistakes or creativity of your experimental), organization in FCP and on your timeline, exporting and uploading the project to Vimeo on time, and how well you're able to discuss your concept during critique.

After critique, minor adjustments can be made, and then an exported QuickTime (.mov) file must be exported from FCP and uploaded to Vimeo.com in the Purdue A&D 331 Video Group. Your artist statement is to be used as the video's description on Vimeo.

Videos must be uploaded by 10am on 9/4/2010.
http://tinyurl.com/AD331-VimeoGroup

Critique is on 9/30/2010

A&D 331: Digital Video-Production and Aesthetics

Project 3: Experimenting with Lighting
For this project, you'll create a 3-to-5 minute piece experimenting with lighting. This can be a narrative or purely experimental. See the Project 2 description on the FTP for the definitions/examples of these terms. The focus of this project is your technical ability to think about lighting, color, and composition, incorporating all these elements into a final piece. What do they convey? What does color achieve? What emotions can be created? This must be entirely new footage you shoot specifically for this project.

Required Pitch/Statement:
You'll be pitching your concept before shooting and then at critique you're required to prepare a small artist statement (1-2 paragraphs) about the piece, specifically your concept and how you achieved this with your lighting and in your edit. This will be part of how you introduce your piece during critique and will help you field questions.

Rules:
-100% new footage: shot, captured, and edited specifically for this project.

-You can use music, but you must use at least 1 line of dialogue somewhere in the piece. Feel free to make the entire piece scripted, if you wish. Also keep in mind, the 1 line doesn't have to be on screen. You can record the audio separately and find a way to incorporate it.

-You're still limited to straight cuts, dissolves, and dips-to-black. No effects unless approved by me.

-You must use at least 3 different types of lighting. These can include: fresnels, open-face, colored gels, colored bulbs, novelty lighting, house lights, sunlight, etc.

-If you have an idea and or something you want to try, pitch it to me! I want you to experiment!

-You'll be pitching your concept on Thursday, 10/7. Bring visuals!

Grading:
For this project you'll be graded on creativity of the piece, use of lighting, technical skill at editing and on the camera, pitching/defending your concept in class, and uploading to Vimeo on time.

After critique, minor adjustments can be made, and then an exported QuickTime (.mov) file must be exported from FCP and uploaded to Vimeo.com in the Purdue A&D 331 Video Group. Your artist statement is to be used as the video's description on Vimeo.

Videos must be uploaded by 9:30pm on 10/28/2010.

Vimeo group: http://tinyurl.com/AD331-VimeoGroup
Class FTP: http://tinyurl.com/AD331-Fall2010

Critique is on 10/26/2010
(This date has changed from the syllabus)

A&D 331: Digital Video-Production and Aesthetics

Project 4: Experimenting with Audio
For this project, you'll create a 3-to-5 minute piece experimenting with audio. This can be a narrative or purely experimental. See the Project 2 description on the FTP for the definitions/examples of these terms. The focus of this project is your technical ability to think about how audio can create a story, express a point, and/or convey emotion. The audio can be diegetic or non-diegetic, music, sound effects, spoken word, original recordings, or samples from another source, etc.

Required Pitch/Statement: 11/2/2010
You'll be pitching your concept before shooting and then at critique you're required to prepare a small artist statement (1-2 paragraphs) about the piece, specifically your concept and how you achieved this with your lighting and in your edit. This will be part of how you introduce your piece during critique and will help you field questions.

Rules:
-100% new footage: shot, captured, and edited specifically for this project.

-You need to use at least 2 different types of audio for this project. That means 1 song and something else. You can't just use multiple songs.

-You're still limited to straight cuts, dissolves, and dips-to-black. No effects unless approved by me.

-You should be using lighting to make sure your shots are exposed well.

-If you have an idea and or something you want to try, pitch it to me! I want you to experiment!

-You'll be pitching your concept on Tuesday, 11/2. Bring visuals and audio samples!

Grading:
For this project you'll be graded on creativity/quality of the piece, use of audio sources, technical skill at editing and on the camera, pitching/defending your concept in class as well as participation in crit, and uploading to Vimeo on time.

After critique, minor adjustments can be made, and then an exported QuickTime (.mov) file must be exported from FCP and uploaded to Vimeo.com in the Purdue A&D 331 Video Group. Your artist statement is to be used as the video's description on Vimeo.

Vimeo group: http://tinyurl.com/AD331-VimeoGroup
Class FTP: http://tinyurl.com/AD331-Fall2010

Revised Schedule:
10/26: Crit #3. Assign #4.
10/28: Lecture: Audio & Gear. Demo: Steadicam &Common Problems from Project #3. Project #3 videos uploaded to Vimeo by 9:30pm.
11/2: Lecture: Storyboarding. Pitch Project #4 Ideas. Work Time.
11/4: Lecture: Setup Schedules. Work Time.
11/9: Work Day.
11/11: Work Day.
11/16: Crit #4. Assign Final Project.
11/19: Videos in Vimeo Group by 5:30pm
11/18: Demo: Scripting in DVD Studio Pro. Pitch Final Project Ideas. Signup for Individual Meetings.
11/23: Individual Meetings to discuss final projects.
11/25: No Class (Thanksgiving)

A&D 331: Digital Video-Production and Aesthetics

Final Project
For the final project, you'll create a 5-to-8 minute completely original piece. You've experimented with editing, lighting, and audio. Use all these skills and experience to create a new piece based on what you've enjoyed and want to develop from the first projects. You'll need an artist statement as usual. Creativity is huge on this piece, which is why it's 50% of your grade. It's the culmination of your first semester falling in love with video.

Rules:
-100% new footage: shot, captured, and edited specifically for this project.

-You can shoot this project on any sort of media you want using any camera at your disposal, including DSLRs.

-You're still limited to straight cuts, dissolves, and dips-to-black. No effects unless approved by me.

-You should be using lighting to make sure your shots are exposed well.

-No night vision! No music videos!

-We can talk about preliminary ideas today and then in more detail at your individual meetings next week.

-Bonus points if you author the video to a DVD and put it in my mailbox by the Vimeo-deadline.

Grading:
For this project you'll be graded on creativity/quality of the piece, overall aesthetics of your video, technical skill at editing and on the camera, participation in crit, and uploading to Vimeo on time.

After critique, minor adjustments can be made, and then an exported QuickTime (.mov) file must be exported from FCP and uploaded to Vimeo.com in the Purdue A&D 331 Video Group. Your artist statement is to be used as the video's description on Vimeo.

Vimeo group: http://tinyurl.com/AD331-VimeoGroup
Class FTP: http://tinyurl.com/AD331-Fall2010

Revised Schedule:
11/23: Individual Meetings for Final Project
11/25: No Class (Thanksgiving Break)
11/30: Lecture: History of Distribution. Demo: Exporting/Scripting.Work time.
12/2: Lecture: The Future of Video as an Art Form. Work time.
12/7: Work day.
12/9: Final Critique (3 weeks from today)
12/12: Final Projects uploaded to Vimeo group by 5pm.