

**Video Production II**  
**Winter/Spring 2010**  
**Syllabus**

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**Objectives:**

This course assumes a basic knowledge of video production and digital post-production. More detailed information and advanced techniques will be discussed in class, to be used in creating a polished, exhibition-quality expressive work in video. The main assignment will be the creation and completion of a short video by each student, using the MiniDV format for image capture and Final Cut Studio for post-production. Pittsburgh Filmmakers will provide all equipment and some media storage. Students are expected to provide videotape and other production materials. It is recommended, but not required, that students purchase a 7200-rpm or faster FireWire hard drive for increased media storage.

**T.A. Sessions and Open Labs:**

In addition to the weekly class sessions, each student will be required to attend 10 (total) contact hours with a Teaching Assistant. These include small-group sessions to allow hands-on practice with key pieces of equipment, and open lab sessions that make trained personnel available to help the student with post-production issues. The syllabus indicates the schedule of sessions; exact times will be determined by the second week of class. No student will be allowed to check out a piece of equipment until they have attended a T.A. session for that type of equipment.

**Assignments:**

1. We will shoot one or two short videos in class, to be decided on by the class as a whole. Students will be graded on their participation in these shoots.
- 2a and b. A short quiz and a longer written exam. Each will be short answer, technical information written tests. The quiz will be on information covered until that point. The exam will be comprehensive.
3. Screening essays. Each student will be asked to turn in four essays of two to four pages each, typed. For each essay, the student must watch one moving-image piece, on film or video, either films seen at a theater, videos viewed at home or online, or an installation piece seen at a museum or gallery. For each essay, analyze the work as a whole and try to ascertain what the maker is trying to say or do with the work. Then pick one technical area (lighting, sound, camerawork, etc) and say how it contributes to (or detracts from) what the maker is trying to do overall. Students may turn in a fifth essay for extra credit.
4. Each student will create a video work shorter than 15 minutes in total length; the recommended length is 3 to 7 minutes. The style, subject matter, and structure of this video are to be determined by the student. The student will take this video from concept through script, rough cut, fine cut and on to final exhibition copy by the end of the semester. The project will be graded on creativity of idea, aesthetic value and technical proficiency of the finished product, and effort expended. In addition, students will show the project at the rough cut stage. All deadlines and due dates are noted on the schedule below.

**Grading:**

The percentage of the final class grade is as follows:

Treatment deadline:	15 pts
Script deadline:	15 pts
In-class shoot 1:	10 pts
In-class shoot 2:	10 pts
Quiz:	10 pts
Rough Cut deadline	15 pts
Rough Cut quality	10 pts
Essays:	20 pts
Exam:	30 pts
Final Video Project:	50 pts
Class Participation:	15 pts
Total:	200 pts
181 pts – 200 pts:	A
161 pts – 180 pts:	B
141 pts – 160 pts:	C
121 pts – 140 pts:	D
120 pts or below:	F

**Policies:**

Attendance is extremely important; chronic lateness or absenteeism will severely impair the student's ability to pass the course. Make-up exams will be given only in unavoidable circumstances, and never more than one week later than the scheduled exam date. If assignments are not completed by the due date deadline points will be forfeited for that assignment – no exceptions will be granted. All material must be the student's own or must be properly attributed. Cheating on an exam, turning in the same assignment for more than one class, or turning in a plagiarized assignment will result in a grade of "0" for that exam or assignment. A second incidence will result in a grade of "F" for the course.

## **Bibliography:**

### Books:

- Apple Computing, *DVD Studio Pro 4 User's Manual*. (Apple Computing 2007)  
Apple Computing, *Final Cut Pro 7 User's Manual*. (Apple Computing 2009)  
Apple Computing, *Soundtrack Pro 4 User's Manual*. (Apple Computing 2009)  
Black, Bruce, *The Visual Story, 2<sup>nd</sup> ed* (Focal Press 2008)  
Burns, Michael and George Cairns, *Designing DVD Menus*. (CMP Books 2004)  
Cullen, Sean et al, *Optimizing Your Final Cut Pro System: Apple Pro Training Series*. (Peachpit Press 2006)  
DeLancie, Philip and Mark Ely, *DVD Production*. (Focal Press 2001)  
Holman, Tomlinson, *Sound for Film and Television, 2<sup>nd</sup> ed*. (Focal Press 2002)  
Hullfish, Steve and Jaime Fowler, *Color Correction for Digital Video*. (CMP Books 2003)  
Hurbis-Cherrier, Mick, *Voice and Vision: A Creative Approach to Narrative Film and DV Production*. (Focal Press, 2007)  
LaBarge, Ralph, *DVD Authoring and Production*. (CMP Books 2001)  
Millerson, Gerald, *Video Production Handbook*. (Focal Press 2008)  
Sonnenschein, David, *Sound Design*. (Michael Weise Productions 2001)  
Videomaker, *Digital Videomaker Guide to Digital Video and DVD Production, 2<sup>nd</sup> ed* (Videomaker 2008)

### Magazine articles:

- Christiansen, Mark, "The Theory Behind Color," *DV*, August 2001, p. 36  
DeLancie, Philip, "Shrink to Fit: MPEG video FAQ," *Millimeter*, February 2002, p. 51  
Mangini, Tom, "Shooting DV for Broadcast," *DV*, March 2004, p. 20

### Web Resources

- [www.2-pop.com](http://www.2-pop.com) (Final Cut Pro Tips and Techniques site)  
[www.dv.com](http://www.dv.com) (technical info on digital video and related topics)  
[www.adamwilt.com](http://www.adamwilt.com) (video production info)  
[www.apple.com](http://www.apple.com) (technical specs, updates, etc on computer equipment and Final Cut Studio)  
[www.kenstone.net](http://www.kenstone.net) (digital video info)  
[www.atomfilms.com](http://www.atomfilms.com) (web exhibition of video)  
[www.youtube.com](http://www.youtube.com) (web exhibition of video)  
[www.vimeo.com](http://www.vimeo.com) (web exhibition of video)

## **Class Schedule:**

Please note deadlines, assignments, and dates of exam and quiz. These will not change unless announced in advance.

- Class 1  
Jan 13  
Introduction to class – Assignments – TA Sessions  
The CRT, LCD and plasma screen – NTSC specs  
The stages of pre-production  
**Assignment:** Treatment of final video due next week
- Class 2  
Jan 20  
The CCD and the analog video signal – exposure curves and IREs  
Digital video: bit depth and sampling rate – Video formats  
Compression – Timecode - Video connectors  
**DUE:** Treatments of final videos
- Class 3  
Jan 27  
The lens: focal length, focus, exposure  
Color temperature and white balance  
Camera menus  
The Sony VX-2000 and VX-2100 cameras  
**TA Session:** Sony VX-2000 and VX-2100  
**Assignment:** Script for final video due in two weeks
- Class 4  
Feb 3  
**QUIZ**  
Single-figure lighting  
Crew duties – Logging - Prep In-class shoot  
The Panasonic AG-DVX100a cameras  
**TA Session:** Panasonic AG-DVX100a  
**DUE:** Screening essay 1
- Class 5  
Feb 10  
**In-class shoot**  
**TA Session:** Advanced lighting/grip EQ  
**DUE:** Scripts for final video
- Class 6  
Feb 17  
Class shoot post-mortem - Double system and the sound recordist  
Microphones: types, pick-up patterns, available EQ  
Digital audio: sample rate and bit depth  
Production audio – the Marantz recorder  
**TA Session:** Marantz PMD recorder  
**Assignment:** Begin shooting final video  
**DUE:** Screening essay 2
- Class 7  
Feb 24  
**In-class shoot**

- Class 8           Advanced Editing examples  
Mar 3            Final Cut Pro: Batch lists and capture – syncing dailies  
                  **Assignment:** Rough cuts due Class 10
- MARCH 10   NO CLASS: SPRING BREAK
- Class 9           Final Cut Pro: Rough cutting, fine cutting, and dialogue editing  
Mar 17           Final Cut Pro: Video effects, filters and keyframing  
                  **DUE:** Screening essay 3
- Class 10          Business, copyright, agreements and distribution  
Mar 24           Viewing of rough cuts of video projects  
                  **DUE:** Rough cut of final video project
- Class 11          **EXAM**  
Mar 31           Sound design and sweetening – Examples from films and videos  
                  Final Cut Pro: waveforms and audio editing, audio filters, audio mixing  
                  Audio export and mixing options – Soundtrack Pro
- Class 12          Visiting artist  
Apr 7            Final Cut Pro: Export options  
                  Final Cut Pro: Color correction  
                  Compressor – Video for Web and iPod  
                  **DUE:** Screening essay 4
- Class 13          DVD: Types and specs  
Apr 14           DVD building: design and navigation, menu prep in Photoshop  
                  DVD Studio Pro: tracks, navigation and user options, burning a disc
- Class 14          Viewing of final video projects  
Apr 21           **DUE: FINE CUT OF FINAL PROJECT ON MINIDV, VHS, OR DVD**