



DMAD 214-001- VIDEO PRODUCTION & EDITING I 3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This course is an introduction to digital video editing using Adobe Premiere. Students will learn how to create simple and complex video sequences in a non-linear video editing system. Students will apply hands on skills covered in class to both individual and team projects. Video projects will be optimized for various forms of distribution.

Prerequisites: DMAD 110, ART151, (PHOT 150 or 160) or permission of instructor

Co-requisite: DMAD 216

Semester Offered: Fall

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will be able to...

- 1) Create a general foundation in digital video editing technology.

II) Demonstrate knowledge of video file formats for web, video, and emerging mobile technologies.

III) Navigate digital video editing software and customize user interface to increase productivity.

Upon successful completion of the course, the student will be able to...

This course will introduce the following in Adobe Premiere:

Differences with video formats PAL and NTSC (L, T, C), (I)

Understanding of digital video Codecs and compression (L, T, C), (I)

Discussion of frame rates for video, film and animation (L, T, C), (I, II)

Concepts of layering video, audio, text and graphics (L, T, I, A), (II, III)

Overview of the work area and how to customize work space (L, T, I, A), (II, III)

Typography as it relates to video (L, T, I, A), (II, III)

Understanding FCC broadcast safe video levels (L, T, I, A), (I, II)

Introduction to timelines and working in time (L, T, I, A), (II, III)

Chroma effects how to use blue and green screen techniques. (L, T, I, A), (II, III) How to use the software to sync and unsync audio and video clips. (L, T, I, A), (II, III) Applying transitions between video, audio, text and graphic clips. (L, T, I, A), (II, III)

Use techniques to minimize the amount of disk space consumption when digitizing analog and digital footage. (L, T, I, A), (II, III)

Integrating layered image files into video compositions. (L, T, I, A), (II, III)

Embed markers in video for future use in DVD creation. (L, T, I, A), (II, III)

Exporting files to final distribution formats. (L, T, I, A), (II, III)

Using scopes to analyze video and color levels. (L, T, I, A), (II, III)