



FDMA 2260 Video Editing II section name section credit hours Credits **Syllabus**

Course Information

Meeting times and location: section meeting_times section location

Catalog description: This hands-on course focuses on the process required to create video compositions. Students will be studying composition, lighting, recording and sound recording techniques, and various script styles. Student teams will work using electronic field production techniques to create numerous projects. There is an introduction to post-production video effects. Also listed as DMAD-212

Prerequisites: Take ARTS-1240(151), ARTS-2410 OR 1515(PHOT-150 or 160) or instr. permission.

Terms offered: Fall Only

Section-specific Course Description:

Course Level Objectives

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

- I. Introduce video production topics, issues, and possibilities, along with working in a team, field, and studio environment.
- II. Explain and define technical aspects of video production, including pre-production, production and post-production techniques, hardware/software tools and requirements, and capture/exporting techniques, among other video technology topics.
- III. Foundation of script and storyboards in planning a production including different types of storyboard and scripting formats.

I. Introduce video production topics, issues, and possibilities, along with working in a team, field, and studio environment.

a. Introduce video production history, terminology, analog vs. digital issues, and creative possibilities. (L, T, I, A), (I, II)

b. Explain differences in field and studio environments regarding shooting, editing, and producing video. (L, T, C), (I, II)

II. Explain and define technical aspects of video production, including pre-production, production and post-production

techniques, hardware/software tools and requirements, and capture/exporting techniques, among other video technology topics.

a. Describe and define pre-production, production and post-production techniques, including field setup,

shooting, techniques, camera usage, capture/exporting techniques, editing, and advanced composition techniques.

(L, T, C), (I, II,III)

b. Ability to learn and use specific software tools related to audio and video editing. (L, T, C), (I, II)

c. Develop and summarize various technical aspects of video production, such as lighting, hardware needs/usage(camera,

tripod, and lens), framing, scene movement, and logging video footage. (L, T, C), (I, II)

III. Foundation of script and storyboards in planning a production including different types of storyboard and scripting formats.

a. Develop and complete script and storyboard using various styles and formats, as well as emphasizing the importance of

writing prior to shooting video. (L, T, I, A), (II, III)

b. Interpret and define aspects of video design schemes, including topics such as layout, color, balance, match -on-action,

and depth of field. (L, T, I, A), (II, III)

Required Texts and/or Materials



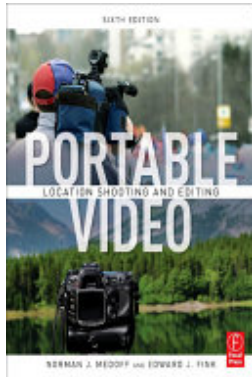
Adobe Premiere Pro Classroom in a Book (2021 Release)

9780137280926

Maxim Jago

Adobe Press

2021-02-22



Portable Video

9780240814995

Norman J. Medoff, Edward John Fink

Taylor & Francis

2012-01-01

Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For tickets and password reset: [San Juan College Help Desk](#)

For Canvas support information: [Canvas Support](#)

Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

Course Requirements

Students will do the following activities:

*This represents a tentative schedule and may not be strictly followed. Sample of assignments for the course/evaluation of work includes:

Camera Work Project

Create a video based on a storyboard or shot list provided by the instructor.

Motion Paths Project Record a voice over and create a short trailer or informative video for a historical event/product using motion paths, cg's, public domain still images and music (duration 2 minutes or less). News Package – Create a 1:30 to 2:30 news package consisting of a voice over, at least one interview with sound bite, Nat. Sound, full page graphic and lower 3rd graphic for locations, and interview subject. The news package should essential who, what, when, where and how questions.

Client Projects (This may replace the Motion Paths & News Package projects which are available for extra credit.) Client project – NM Film Education/FDMA/Film San Juan County). PSA/Commercial Project - Create the advertising using techniques discussed in class.

Group Project – Production, Post Production and Marketing (continued from previous class)

Project takes a look at how to develop and market a story based on the local area to markets in and outside the state. YouTube analytics and other data will be collected to evaluate audience engagement. This project will also look at ways to use social media in order to promote the group project. Final Project - Digital Video Production DMAD 212-01

Individual or Group (Duration 2 – 5 minutes – a letter grade is deducted each second after 6 minutes)

Video (Worth 150 points) – Create a video composition between 2 and 5 minutes in duration. The composition needs to follow the techniques and rules discussed throughout the course of the semester (rule of thirds, 180 degree rule, continuity, cover shoots, match on action editing, smooth camera technique, and consistency with audio levels). The group can choose the topic of the piece (needs prior approval).

Written Assignment (Worth 25 Points) One per group:

Create a storyboard for the project that contains at least 24 windows (due before filming the project). Include written camera cues (XCU, MS, Cut-Away, etc...) along with a dual format script. In a short paragraph identify your intended audience.

Written Assignment (Worth 25 Points) One per person:

Short Answer Questions:

- 1) Describe your role in the group project.
- 2) How has your approach to creating video projects changed during the course of the semester?
- 3) Why is it important to storyboard before shooting a video project?

Late assignments will not be accepted

Final is Due Tuesday, December 17 at 2:30pm provide H.264 formats of video. Projects ready to view at 2:30.

DVD needs to have all work created during the semester +20 points create a personalized DVD background menu using Photoshop or create an opening montage moving background DVD menu.

COVID Safe Practices for Being on Campus

Masks / cloth face coverings must be worn while on campus in accordance with the New Mexico public health order. If you feel that you cannot wear a mask due to health complications, please contact Disabilities Services:

disabilityservices@sanjuancollege.edu or call (505) 566-3271. Hand sanitizer stations are at all building entrances, please "wash in, wash out"--clean your hands when you enter and before you leave. Classrooms and labs have been arranged to allow for social distancing; please respect your classmates and instructors by staying 6 feet away from everyone. You will be expected to disinfect your table or area prior to class and after class, cleaning products will be provided for this purpose. Check with your instructor for specific policies for their course. Please do not congregate in hallways or common areas, instead utilize our beautiful outside spaces and weather to visit with your friends and colleagues from a safe distance.

If you have been in contact with anyone who has tested positive for COVID-19, has symptoms, or is waiting on test results, contact your instructor and DO NOT come to class. If you have tested positive, have symptoms or are waiting on test results, contact

your instructor and DO NOT come to class. Your health care provider or the assigned contact tracer will let you know when it is safe for you to be around others.

Student Support

Student Services and Support

The Student Support webpage provides information on counseling, tutoring, technical support, and many other support services available to San Juan College students.

[Student Support](#)

Academic Support

Academic Support webpage provides information on academic advising, the library, Testing Center, and the honors program.

[Academic Support](#)

Participation and Attendance Policy

In this course attendance is important; many of the projects build on lessons taught in previous class exercises. Attendance will be taken throughout the course. Each student is allowed a maximum of (3) three absences before dropping one letter grade (6) absences will result in dropping two letter grades. Exceptions may be made in case of documented emergencies. If you know that you will be unable to attend a class, please notify me prior or in the case a personal emergency arises.

Other Classroom Policies and Expectations

Projects: Projects that contain lewd, indecent, or obscene images or language will not be accepted. Guns and firearms are not permitted in video projects. All projects must have prior approval.

Canvas Participation and Expectations

The following information also applies to your work in this class.

1. Academic Accommodations—American with Disabilities Act (ADA)

If you believe you need academic accommodations due to physical or learning disabilities, you are encouraged to inform me as soon as possible. If you have special

needs for campus emergency situations, please inform me immediately. You can also contact the college's

disability advisor in the Advising/Counseling Center at 566-3271. The advisor can work with you in verifying your disabilities and developing accommodation strategies.

2. The Family Educational Rights and Privacy Act (FERPA)

Your personal information and grade are confidential. Aside from routine reporting to the college required for this course, I will not share such information with anyone unless I have your permission.

3. Academic Honesty Rules

San Juan College expects all students to adhere to the Academic Honesty Rules as posted online: <<http://www.sanjuancollege.edu/AcademicHonesty>>. These are the official guidelines for all classes at San Juan College (July 2006).

4. Student Conduct Statement

College is preparation for professional opportunities, and professional conduct is expected in courses, including online classes, as well as any written communications, and interactions with members of the college community. As part of our learning community, students are expected to interact and communicate in a mature, respectful, thoughtful, and supportive manner. Students who demonstrate disrespectful, hostile, belittling, bullying or other disruptive behavior will be subject to potential consequences and possible dismissal from the college. The college will take appropriate action when students demonstrate threatening behavior (to others or self). Students should refer to the Code of Conduct in the Student Handbook for additional information.

Instructor Response Time

The instructor responds typically within a week or quicker to student questions sent electronically or by phone. Students should include a working phone that they can be reached during the 8 - 5 work day.

Course Time Commitment

San Juan College uses the Carnegie Unit to calculate the in-class time or "seat time" required to complete a credit of academic work. For example, the standard calculation for a lecture course is 50 minutes per week or 750 minutes per semester per credit. A lab course requires 1500 minutes per week for one credit. The curriculum committee

and the registrar confirm that a class meets these requirements during the course approval process.

To clarify the time and workload expectations for academic credit, San Juan College also uses the federal definition of the credit hour. That definition states that a credit hour is comprised of (or equivalent to) not less than “one hour of classroom or direct faculty instruction and a minimum of two hours out-of-class student work each week for approximately 15 weeks for one semester hour of credit.” The most common version of this requirement is that for each hour (50 minute hours) of class time, students are expected to complete two hours of outside work for the course, i.e. homework, reading, assignments, projects, and activities. This time expectation applies to all formats of courses that lead to academic credits, including labs, studios, independent study, and practicums. Online and hybrid classes meet the requirements by utilizing the same course outcomes and assignments as face-to-face classes. When classes differ from the standard models based on the federal definition, which include the face-to-face, online and hybrid models, the faculty member is asked to provide a statement in the course guide that specifies the amount of time, based on the above definition, students are expected to devote to the course.

Grading

Final grades are calculated based on the following...

The grades will be determined from the total number of points earned during the semester.

1000 - Points possible for this course

900 - 1000 = A

800 - 899 = B

700- 799 = C

600- 699 = D

Under 600 = F

Late Projects: The cost for postponing a project is 10 % of the earned grade after the first week the assignment is late then 20% after two weeks. Assignments that are over two weeks late will not be accepted. Quizzes cannot be made-up. Exceptions to this policy will be made if you notify me with a valid reason for postponing a project one class period prior to the project due date or if a personal emergency arises.

Sample Grading for Video Projects

Doesn't contain four or more camera shots	- 10 points
Isn't edited on a computer/points will deducted for jump-cuts and poor editing technique (visual and audio)	- 20
Shaky camera-work (no tripod and/or stabilization)	- 5 per shot
Doesn't follow the Rule of thirds	- 5 per shot
Doesn't follow continuity of motion	- 5
Doesn't adhere to the 180 degree rule	- 5
Message isn't successfully conveyed by synergy between audio/video	- 20
Audio is over-modulated / too low / inconsistent	
Improper White Balance	
Missing Back Focus	
Exceeds or fails to meet the time requirements	

Key Dates to Remember

[Full Academic Calendar](#)

Course Schedule

Tentative Course Work*	Total Point Value	
Course Work Grades (Weeks 1 - 10)		
	200 Points	
	50 Points	
Participation: This covers in class discussions, quizzes over assigned readings, completing in class projects, and homework assignments.	50 Points	
News package project	100 Points	
Motion Paths Project	100 Points	
Local Area Story Project	100 Points	
Client/Student Group Projects TBA	100 Points	
Camera Work Project	100 Points	
PSA/Commercial Projects	200 Points	
Final Project	100 Points	
Final / YouTube channel	100 Points	
Extra Credit on regular PSA project if the client is 100+ miles from SJC	100 Points	
	1000 points possible	
Week 1		
Class Introduction / DVD Building or YouTube Creation Discuss PSA types		
Individual Cliché Critiques		
Read Chap. 4 EFP & ENG Composition... quiz next class		
Camera Work Project discussion and examples		

Select Teams and Script for Camera Work Project		
Client Project Discussion (tentative)		
Quiz & Discussion of EFP & ENG Composition EFP TBA		
Camera shooting tips (avoiding auto settings)		
Read EFP & ENG Camera (Skip two sections - format wars & batteries)		
Week 2		
Camera Overview		
Read EFP & ENG Capt. 6 Preproduction and Production		
Motion Paths Exercise Putting Clips in Motion Lab		
visit https://multimedia.journalism.berkeley.edu/tutorials/start-to-finish-storyboarding/		
Discuss Final Projects		
Read Chapter 9 Audio		
Compositing		
Week 3		
Camera Work Script Project Edit Session (Tentative)		
Audio Discussion (Find a client or topic for a PSA/Commercial :30)		
Transitions and Titles		
Camera Work Screening Session (Discussion)		
Read Chapter 7 Only part two: Creative Editing		
Week 4		
Ad Council Critique In Class Discussion (Presentation)		
Commercial/PSA Scripts & Storyboards Due Compositing		
Specialized Editing Tools		
Read EFP & ENG 12 Legal		

Commercial Project Edit Session		
Submit Final Project Ideas		
Discuss release forms for property & people for the final project		
Read EFP & ENG Chapter 10 Lighting		
Week 5		
Commercial/PSA Project (Screening)		
Commercial/PSA Self Critiques		
Lighting Lab (identifying the types of lighting)		
Lighting Lab (setting up various light set ups)		
Final Project Script and Storyboard Due		
covered in 210 Changing Time		
Week 6		
Creating Ghosts with SFX / Experimenting with Visual Effects		
Commercial Critiques Due		
Break		
Week 7		
Green Screen Techniques		
Switching Live Video		
Speed Grade / Color, Nested Sequences and Short Cuts		
Switching Live Video		
Read Chap. 11 EFP & ENG Budgeting & Pricing		
Week 8		
Discuss Budgeting & Pricing		
Using Photoshop & After Effects		
TBA Stereoscopic Video / Mobile Phone Lab / 360 video		
Week 9		
TBA Dependent on Shooting Schedules (Local Story Screening)		
TBA Dependent on Shooting Schedules		

Week 10		
TBA DMAD 212 DVD or YouTube Creation		
TBA DMAD 212 DVD Creation/Flash website integration		
Total Points	1000 Points	

College Policies

The following information also applies to your work in this class. If you have special needs for campus emergency situations, please inform me immediately.

1. Academic Accommodations - American with Disabilities Act (ADA)

If you believe you need academic accommodations due to physical or learning disabilities, you are encouraged to inform them as soon as possible. The coordinator can work with you in verifying your disabilities and developing accommodation strategies. Please go to [Disability Services Office](#), click the button for "Request for Services" and complete all the steps.

You can also contact the college's disability coordinator in the Advising/Counseling Center at 566-3271 or disabilityservices@sanjuancollege.edu. More information is available on the website listed above.

2. The Family Educational Rights and Privacy Act (FERPA)

Your personal information and grade are confidential. Aside from routine reporting to the college required for this course, I will not share such information with anyone unless I have your permission.

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5. Student Safety

Keeping students safe is a priority, and part of that is ensuring that we have the ability to communicate emergency messages – whether for school closures due to weather or for more or urgent situations. Rave is San Juan College’s emergency messaging system. Through your SJC student email, you will automatically receive email messages, however, it is also vital that you receive text messages. In order to receive the messages, you must register in a simple process with [Rave](#). When registering, please make sure that your mobile status is “confirmed.”

The Department of Public Safety is available 24 hours per day. In an emergency, they can be accessed by calling 215-3091 or 566-3333.

In the event of an emergency, a Rave message will be sent, and depending on the situation, you will be instructed to do one of the following:

- Evacuate the building
- Shelter in place (Campus doors are locked, and operations continue as normal. During this situation, no one other than law enforcement is allowed in or out of the campus.)
- Lockdown (Campus doors are locked. All operations cease, and you should take cover in your immediate area. No one other than law enforcement is allowed in or out of the campus.)

6. Non-Discrimination, Sexual Harassment, and Retaliation.

San Juan College does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, genetic, veteran’s status, or on the basis of any other category protected under federal, state and local laws. If you have experienced sexual harassment, sexual assault, or any other form of protected class discrimination, we encourage you to make a report. If you report to a faculty member, she/he/they are obligated by policy to share knowledge, notice, and/or reports of harassment, discrimination, and/or retaliation with the Title IX Coordinator. These disclosures include but are not limited to reports of sexual assault, dating/domestic violence, and stalking. You may also make a confidential report to a SJC Counselor. Please refer to San Juan College’s [Title IX](#) site for further details.

San Juan College's Title IX Coordinator is Stacey Allen, Assistant Director of Human Resources/Equity, Diversity, and Inclusion Officer. The office is located at the Educational Services Center Building, 2nd Floor, Human Resources, Room 4243 at (505) 566-3515 or allens@sanjuancollege.edu.

7. Drop for Non-Attendance and/or Non-Participation

Class Attendance and Participation Expectation:

Face-to-Face -- Students are expected to attend and participate in class regularly. Any student missing more than 10% of consecutive class time, (For example, in a regular 15-week class that meets twice a week, this equates to the student missing 3 consecutive classes) without consultation with the instructor may be considered as having abandoned the course.

On-line -- Students are expected to participate regularly and submit all course assignments, based on the course guide definition. A student who does not submit any assignments during a consecutive 10% of the course (1.5 weeks of a 15-week semester) without consulting the instructor, may be considered as having abandoned the course. Logging in does not meet the attendance standard.

Competency-Based Education Classes -- Students are expected to have regular and substantive interactions with their instructor and to actively work on course content. A student who has not submitted coursework, nor had substantive interactions with the instructor over a consecutive 10% of the term, without the instructor's prior approval, will be considered to have abandoned the competency progression. Last date of attendance will be recorded as the last date that coursework was submitted or that the student met with the instructor. For on-line learners, logging in does not meet the attendance standard.

8. Failure to Meet Class Participation Expectation:

Students who fail to meet participation expectations will have their last date of attendance recorded. This date will be used to recalculate any financial aid received/veteran's benefits received, and the student may be required to repay the institution/government. If the student does not drop the course, an 'X' grade will be recorded. An 'X' grade impacts the grade point average the same as an 'F'.

9. Grading Policies

Incomplete: Incomplete Grade Assignment ([Incomplete Grades Information](#))

The grade of I (Incomplete) is given for passing work that could not be completed during the semester because of circumstances beyond the student's control. Ordinarily, the assignment of an I is given by the course instructor at the time final grades are due

In no case is an I grade to be used to avoid assignment of D or F grades for marginal or failing work or to require a student to enroll in the class the next

semester because work was not completed on time. Circumstances warranting the issuance of an I grade must be beyond the student's control and must be documented on the appropriate form prior to approval.

I grades can be removed only during the subsequent 16 weeks from the end of term, or within the time limit set by the instructor. Removal of an I is accomplished by completing the work in a manner acceptable to the instructor. Re-enrollment in the course under the repeat option does not remove the prior grade of I. Students should not re-enroll for the course. An I not made up within 16 weeks or within the time limit set by the instructor will change to an F grade thereafter and cannot be changed by work completion.

10. **Grade Appeals**

The policy for grade appeals is in the Academic Catalog. ([Grade Appeal Policy](#))

Student Handbook

The Student Handbook provides information on Student support, student organizations, and San Juan College policies.

[Student Handbook](#)