



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)

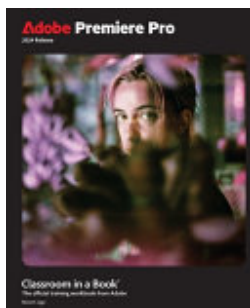
c. Develop and summarize various technical aspects of video production, such as lighting, hardware needs/usage(camera, tripod, and lens), framing, scene movement, and logging video footage. (L, T, C), (I, II)

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



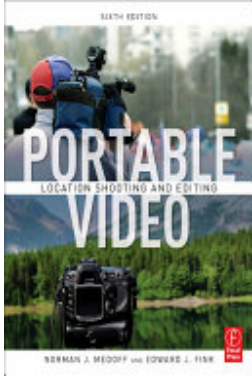
Adobe Premiere Pro Classroom in a Book 2024 Release

9780138318567

Maxim Jago

Pearson Education

2024-04-01



Portable Video

9780240814995

Norman J. Medoff, Edward John Fink

Taylor & Francis

2012-01-01

Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

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.

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.

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	

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.

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.

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.

Instructor Response Times & Regular Interaction Expectations

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.

Key Dates to Remember

[Full Academic Calendar](#)

Course Schedule

Tentative Course Work*	Total Point Value	
Course Work Grades (Weeks 1 – 10)		
Participation: This covers in class discussions, quizzes over assigned readings, movie scene recreation, completing in class projects, and homework assignments.	200 Points	
News package project		
Motion Paths Project	50 Points	
Local Area Story Project (TeachUp grant substitution)		

Client/Student Group Projects TBA	50 Points	
Camera Work Project	100 Points	
PSA / Commercial Projects	100 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	
	100 Points	
	200 Points	
	100 Points	
	100 Points	
	1000 points possible	
Week 1		
Class Introduction / 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	

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 password reset and Canvas support, visit the [Student Technology Guide](#) website.

Accessibility/Privacy Policies for all Technology Tools Used

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

Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal health. We are here to help you succeed.

Academic Support and Resources

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

Student Support and Resources

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

College Policies and Resources for Current Students

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

Healthy and Safe Practices for Being on Campus

We want a healthy and safe campus for students, faculty, staff, and guests.

Contagious diseases and your responsibility:

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

Safety on campus and your responsibility:

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

Inclement Weather Information

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may choose to meet via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

Online Course Fee

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical

testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.