WEB 2300 – Audio/Video for Business and Advertising

Wed – 5:30-8:10 PM

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Prerequisite: Students must have received a passing grade in any multimedia class. Photoshop is the most referenced so it is the preferred prerequisite.

Course Objectives: The purpose of this class to instruct students in the principles of audio and video editing for television, the web, motion picture and commercials. In this course, students will learn how to produce their own films and videos by learning the use of digital High Definition Video and audio capture. Adobe Premiere Pro is the primary post-production software: however, Apple's Final Cut Pro and other Adobe and Apple support software will be available to those students who demonstrate a more advanced skill-set. Students may also use After Effects, Photoshop, Illustrator, Audition, Motion or other powerful video compositing and animation programs.

Students will also learn how the industry is accepting files for delivery and distribution. Students will have a completed reel by the end of the semester that they can use to demonstrate their new skills.

Course Materials:

- This class will be taught using prepared materials (audio,video, and images) provided by the instructor or created by the student. The learning will be hands on. Additional materials can include Adobe Classroom in a Book for Premiere Pro CC and online training tutorials.
- Some in-class lectures will be recorded and placed on YouTube for reference. Each Lecture for the day will be posted in the description for class that day via the calendar. They will also be posted in the discussions section. Last year's videos are currently posted if you want to work ahead, but will be replaced after the class has been recorded. If the link on the calendar is incorrect, please check the discussions page.
- A specific text is not required for this course in an effort to free student's funds for an external hard drive. Use of a personal external hard drive is HIGHLY RECOMMENDED. Video cannot be captured or edited effectively using most thumb drives or flash media.

- All additional assets needed to complete assignments will either be provided by the instructor or will need to be produced by the student as part of the assignments. (i.e. video and audio clips to be edited)
- The course notes prepared by the instructor are placed in the "files" section on the right hand column when you log in to this canvas course. Try to avoid printing these documents because they get added to on occasion.

Policies:

- **Attendance:** you are encouraged to attend class and make it on time. Lectures will take place at the beginning of class every day and it is recommended that students attend class and attend on time. In addition, random quizzes may be held at the beginning of class to benefit those attending on time.
- **Attendance extended:** It is highly recommended that you attend and show up on time. Most of the learning in class will be hands-on. While support notes will be provided to the class, a lot of information will be missed through absence. Because film is so collaborative, project ideas and development will happen in class. If you miss class, you may miss out on some very important project development.
- **Cheating:** Don't do it or your computer will kill you. (And you will get a big fat zero on your assignment.) I am also required to report you if there is repeated problems with cheating and to give you a failing grade.
  - **Cheating includes and is not limited to:**
    - Turning in someone else's work.
    - Turning in work done before the beginning of the semester.
    - Making a couple of changes to a group member's timeline and claiming it is all your work.

Grading:

- **Assignments**: There will be three projects during the semester worth 100 points each. There will be four assignments worth 25 points each. The four assignments are (1) Setting up a project with un-conformed footage, (2) Basic Editing Techniques, (3) Titles and Color Correcting Practice and (4) Audio Recording and Sweetening. The projects are (1) editing a pre-shot scene, (2) editing a pre-shot documentary and (3) editing a 30 sec commercial.
- **Group Projects**: There will be one group project worth 100 points: You can choose a music video, scene from a film, an infomercial or a documentary. You will be placed in groups for this assignment. If you wish to work on your own, the instructor will need a valid argument as to why because your project may suffer if you choose to work on your own.
- **Exams**: There will be one multiple-choice exam worth 100 points. There will be no makeup exams if the exam is missed.

- **Final**: We will watch all group projects in class on the day of the final. ATTENDANCE THIS DAY IS MANDATORY. Treat it like your final exam in any other class. You cannot get a grade for the final if you are not there.
- Grading: A letter grade will be assigned based on the total percentage of points earned of the full 600 points possible.
- **Grade Scale**:
  - **A 94-100**
  - **A- 90-93**
  - **B+ 86-89**
  - **B 83-85**
  - **B- 80-82**
  - **C+ 76-79**
  - **C 73-75**
  - **C- 70-72**
  - **D+ 66-69**
  - **D 63-65**
  - **D- 60-62**
  - **F Below 60**

Homework: The three assignments will need to be edited on your own. The two projects and practice projects will be shot and edited during class times.

Late Work: turning in late work will result in a 10% deduction for that particular project or assignment so be sure to get your projects in on time. However, do not turn in crap on time. Sometimes it will be better for your grade to turn in quality work late then junky work on time.

SSD Statement: Any student requiring accommodation or services due to disability must contact Services for Students with Disabilities (SSD) on room 181 of the Student Services Center, 626-6413 at the Ogden Campus. SSD can also arrange to provide course materials (including this syllabus) in alternate formats if necessary.

Note from the instructor: It is my goal to give you a fun learning experience. I want to make this class a major part of the "cool factor" at Weber State University. If we aren't doing cool things and having a lot of fun doing them, then it will be hard to keep doing it when you are getting paid. The full range of talents that are developed in Video Production can be challenging to learn, however, once the initial concepts are learned, it can be nothing but fun and never anything but hard work.

You can expect the assignments to be somewhat perfunctory at first, but then as the semester goes on you will be expected to exercise your creativity and find uses for your newfound skills in practical applications. Your two projects should reflect use of all the skills you have acquired in the class.

In addition to learning Premiere Pro, you will be exposed to video production techniques that will help you develop high quality videos for use with your motion graphics and effects.

Timeline: Check the calendar regularly for changes to the schedule. It is your lifeline**.** The timeline for some projects might be unrealistic, which will cause some due dates to get pushed back.

I love this field and I look forward to being able to teach you this semester. Let's have fun.