

WEB 2300 – Audio/Video Editing for Business and Advertising

ONLINE

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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. Additional materials can include Adobe Classroom in a Book for Premiere Pro CC and online training tutorials.
- In-class lectures from previous year's classes will be available on the instructor's YouTube channel. Links will be placed on the calendar on the days they will be relevant. If the link on the calendar is incorrect, please report them by texting the instructor at 801-390-0561.
- A textbook 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 and operating system drives tend to run out of space.
- 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.
- Files for the course will be made available through the instructor's dropbox. You do not need to have a dropbox account in order to retrieve the files, but you do need to have enough space to download them before transferring them on to your external hard drive(s).

Policies:

- **Attendance:** Please make sure to keep up with the tasks as they come up on the calendar. They set the pace for the class. You can work ahead for the most part, but if you get far enough ahead, just know that you may run in to some incomplete information.
- **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. Some examples of cheating are:
 - 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 pre-shot 30 sec commercial.
 - If you would like to substitute your own project for any of these assignments, please email the instructor with a proposal. As long as your own project demonstrates the skills needed for the assignment, it will be accepted.
- **Individual Project:** There will be one individual project worth 100 points: You can choose a music video, scene from a film, an infomercial or a documentary. I would suggest getting together with classmates and collaborating for this assignment. If you do collaborate, then work together to shoot the footage, then edit on your own. Each of you will submit your own version of the video using the same footage. (It's actually a really fun experiment.)
- **Final Exam:** There will be one multiple-choice exam worth 100 points. This is the written final. There will be no makeup exams if the exam is missed.
- **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

- o A- 90-93
- o B+ 86-89
- o B 83-85
- o B- 80-82
- o C+ 76-79
- o C 73-75
- o C- 70-72
- o D+ 66-69
- o D 63-65
- o D- 60-62
- o 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 garbage or lazy work on time. Sometimes it will be better for your grade to turn in quality work late than 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. 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 of work and I look forward to being able to teach you this semester. Let’s have fun.