



# IM 360

## Digital Video Production

M/W 1:00 – 2:50 pm  
IMSA 114  
3 Credits

instructor: Ryan Gibboney  
office: IMSA Office 207  
email: gibboney@juniata.edu  
phone: 814-641-3575  
office hours: Tue/Thu 1:00pm – 3:30pm

### COURSE DESCRIPTION

Video Production I is a practical hands-on experience with cinematography, audio production, and lighting. Students learn the necessary skills to tell an well produced digital story with appropriate technical knowledge to enhance the narrative and audience engagement. This course will teach students how to work as a professional videographer by expanding digital media knowledge and techniques. Students will learn the technical foundations of video production, camera operation, lighting, audio acquisition and editing. Students will be encouraged to investigate the impact of video content based on the viewer in addition to artistic potential through digital storytelling. Prerequisites: IM110 or permission by permission of instructor with prior video experience.

### LEARNING OUTCOMES

Students will become familiar with:

- the basic elements of digital video cameras
- the basic qualities of light and manipulation of lights in video production
- fundamentals of audio capture and production in relation to video production
- the process of controlling multiple, overlapping variables (audio, video, text) to create a distinct 'look and feel' for a production
- the complex problems involved in combining multiple elements to solve a communications challenge through a video composition

### COURSE FORMAT

The course will consist of video and lighting training labs, exercises and project assignments. Projects will be created using computers and related video editing software. Students are held responsible for participation in both class activities and individual projects. Use of cell phones is not permitted in class.

### ATTENDANCE POLICY

We will be covering a great deal of highly technical ground and moving quickly, it is imperative that students attend each class. Attendance to class is mandatory. There are **2 allowed absences** to be used in the case of illness, transportation problems, family emergencies, etc. After 2 absences the student's grade will be lowered one letter grade and lowered another lettered grade for each following absence. On the **5th absence student will receive a failing grade for the course**. Attendance will be taken only once during the class period. A student may enter class late, but will be marked absent if 15 minutes late. Being late 3 times equals one absence. Students are held responsible for all information presented during class and are responsible to get caught up if a class has been missed.

## **COURSE WORK**

**4 Projects:** Professional Quality Video completed from storyboard to final product.

*Additional assignments and/or quizzes may be given without written notice or announcement.*

Project 1 Video . . . . .	50 points
Project 2 Video . . . . .	100 points
Project 3 Video . . . . .	50 points
Project 4 Video . . . . .	100 points
Film Premiere Night. . . . .	50 points
Class Participation. . . . .	50 points

**400 total points**

## **GRADING GUIDE**

- Late assignments are due by the start of the next class meeting and will automatically be reduced by one full letter grade.
- Good grades result from attending class, participation, hard work and diligence. Thus, there is no extra credit.
- Following the instructor's guidelines for projects is key as they have the potential to affect your grade. If you have questions, ask in class or feel free to e-mail your instructor directly to schedule a meeting.

## **GRADING**

Points	Letter
94-100	A
up to 90	A-
87-89	B+
83-86	B
80-82	B-
75-79	C+
70-74	C
65-69	C-
60-64	D+
55-59	D
50-54	D-
0-50	F

## **REQUIRED TEXT BOOK**

There is no required book due to the technical nature of the course. At certain times we will be using online tutorials which are accessible through any computer with internet access.

## **REPRODUCTION OF STUDENT WORK**

Juniata College retains a non-exclusive right to reproduce all Integrated Media Arts (IMA) student projects for the purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.

## **STUDENT ACCOMMODATIONS**

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, students with a documented disability are eligible to request reasonable accommodations. To make such a request or for more information, please contact Steve Ankney, Interim Director of Academic Support, in the Academic Resource Center by visiting his office in Founders Hall, emailing him at [ankneys@juniata.edu](mailto:ankneys@juniata.edu), or calling 814-641-3405. It is best to submit accommodation requests within the drop/add period, however, requests can be made at any time in the semester. Please keep in mind that accommodations are not retroactive.

## **ACADEMIC INTEGRITY**

All members of the Juniata College community share responsibility for establishing and maintaining appropriate standards of academic honesty and integrity. Students oblige themselves to follow these standards and to encourage others to do so. Faculty members also have an obligation to comply with the principles and procedures of academic honesty and integrity as listed [ONLINE](#) through personal example and the learning environment they create.

One of the strongest traditions in higher education is the value the community places upon academic honesty. Academic integrity is an assumption that learning is taken seriously by students and that the academic work that students do to be evaluated is a direct result of the commitment of the student toward learning as well as the personal knowledge gained.

Academic dishonesty, therefore, is an attempt by a student to present knowledge in any aspect as personal when in fact it is knowledge gained by others. In the event of academic dishonesty, the associated penalty will be assessed based on the nature and seriousness of the offense, ranging from an official warning, a reduced or failing grade for the assignment, to a reduced or failing grade for the course.

## **COURSE WITHDRAWAL POLICY**

A withdrawal grade of WF or WP is recorded when a student drops a course after the official drop/add period at the beginning of the semester and before the withdrawal deadline. WP signifies that at the time of the withdrawal the student was passing the course. While a WF signifies that at the time of the withdrawal the student was failing the course; WP and WF grades are not calculated into the GPA.

## **THE DEADLINE TO WITHDRAWAL IS OCTOBER 11TH, 2017 BY 12:00 NOON.**

Unofficial withdrawals from all courses are recorded as F. Withdrawals from class are considered unofficial if the student fails to make satisfactory arrangements at the Office of the Registrar.

## **REQUIRED MATERIALS**

### **External Hard Drive**

Recommended minimum of 100GB free disc space – It is your responsibility to back up your work and keep all files organized outside of your Juniata drives. Saving work on the computers in the classroom is not a professional option as the files may be lost and unable to be retrieved.



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### ASSIGNMENTS

#### **Project 1: Re-Invision Source Footage**

**50 Points**

For this project, create a professional short video from source footage from 45 seconds - 2:00 minutes long. Based on the chosen source footage keep in mind how the video will be viewed by the target audience. Materials may be collected from previously shot from the Prelinger Archives. Topic must be approved prior to start of this project.

#### **Project 2: Digital Storytelling I**

**100 Points**

For this project, create a 2-5 minute long video that tells a compelling story. You will learn how to successfully utilize planning to execute a professional video from shooting to final editing. From scheduling your interviews, lighting and tripod setup in varying locations, to editing and sharing with your approved client/audience. Students will have the opportunity to work through multiple stages of video production in addition to theme development. This project will utilize pre production planning and storyboards to create a professional video for a subject matter of the students choice. Students will utilize organizational skills to schedule interviews, edit their videos, and finally showcase their work in a professional manner.

#### **Project 3: Kinetic Type**

**50 Points**

For this project, create a 1-3 minute long video that tells a compelling story with kinetic type. Kinetic typography—the technical name for “moving text”—is an animation technique mixing motion and text to express ideas using video animation. For this project, create an animated message with moving text. This project will allow students to learn how to incorporate a professional consistent brand across a full length feature video in the form of text.

#### **Project 4: Digital Storytelling I**

**100 Points**

For this project, create one video that is 4-8 minute in length OR create 2 videos with related content that are 2-6 minutes in length each. You will learn how to successfully utilize all of the skills accumulated from the start of the semester to execute this final video.

#### **Film Premiere Night**

**50 Points**

Assist in preparation, promotion, editing and setup for the end of semester Film Premiere Night.

#### **Class Participation**

**50 Points**

Attend class regularly and always contribute to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives. Participate in client conversations in addition to critique.