Graphic Communication 340: Digital Video II
Spring Semester, 2017

Class Sessions: Thursday, 6:00-9:40 pm
Instructor: Michael Mortensen
E-mail: mmortens@carrollu.edu, mike@ravestudio.com
Office Phone: 262-524-7370 Rm 203B
Office Hours: Monday, Wednesday and Friday from 11:00am - 12pm.

Course Information:
Welcome to GRC340: Digital Video II. Class will be conducted Thursday evenings during the Spring semester. This syllabus will guide you through the course’s projects, assignments, presentations, and expectations.

Instructor Information:
Please note my e-mail and phone above. Use any and all means of contacting me throughout the semester if an emergency should occur. I understand that emergencies can and do happen. I do not, however, expect any individual to have a series of emergencies throughout the semester. I check my e-mail constantly and will respond in such a matter.

Textbooks/Readings:
College-level instruction is heavily dependent upon the use of print material.
   Hand-out #1:
   Hand-out #2:
Supplementary readings are also required and will be disseminated throughout the semester.

Materials:
A saving device (From 100 gigabyte external drive to a 1 terabyte external drive). You should have something that allows you to save your work. Be sure to back up your work consistently throughout the semester. DO NOT rely on emailing your class work to yourself.

Course Description/Objectives:
By course end, students will have grasped a significant understanding of the elements, tools, and direction of motion graphics. This will be achieved through readings, in-class projects, presentations, assignments, and class discussions. Students will have the confidence in creating designs, referencing data, and utilizing their newfound skill set to create effective visual communication projects.

Digital Video II will examine:
   The field of visual communication through storyboarding
   Computer applications used to convey information
   Effective design elements of communication
   Implementation and use of video files with other software applications

Course Calendar/Schedule:
This class calendar/schedule is tentative and subject to change depending on the progress of the class. I expect students to meet deadlines and to plan their work. This course calendar/schedule should be referenced to assist you in accomplishing course objectives and goals.

Note: You will be responsible for damaged or lost SD cards and video equipment.
Week 1 (January 26)
Presentation: Intro to GRC340, Equipment, AP and AE, Astra, Green screen, Sign-out sheet, How to Chroma Key, Stations, Leaks
In-Class: Adobe Premiere Editing and After Effects Editing, Camera Angles
Work in-class
Read: Handout #1

Week 2 (February 2)
Presentation: Studio C, Present Assignment #1, Lighting Kits, Storyboarding, green screen, Stations, History, show school video set-up
Team Project #1: Music Video
Assignment #1: Team Project Storyboard and Shot List (Due March 9)
Team Discussions: Station Brief #1
Work in-class Scouting
Discussion: Handout #1
Read: Handout #2

Week 3a (February 9)
Team Discussions: Station Brief #2
Exploration #1: Stations
Work in-class
Discussion: Handout #2

Week 4a (February 16)
Quiz 1
Team Discussions: Station Brief #3
Exploration #2: Stations
DUE: Exploration #1 - Station
Work in-class

Week 5a (February 23)
Team Discussions: Station Brief #4
Exploration #3: Stations
DUE: Exploration #2 - Stations
Work in-class

Week 6a (March 2)
Team Discussions: Station Brief #5
Exploration #4: Stations
DUE: Exploration #3 - Stations
Work in-class editing

Week 7a (March 9)
Exploration #5: Stations
DUE: Assignment #1 - Storyboard and Shot List
DUE: Exploration #4 - Stations
Quiz #1: Based on Handout and notes
Work in-class editing
SPRING BREAK (March 16)

Week 8a (March 23)
  **DUE:** Exploration #5 - Stations
  Work in-class Team meeting for music video storyboard

Week 9a (March 30)
  Work in-class

Week 10a (April 6)
  Assignment #2: Music Storyboard and Shot List  PSA (Due March 9)
  Work in-class Filming

Week 11a (April 13)
  **DUE:** Project #1 - Team Project
  Student Presentations

Week 12a (April 20)
  Work in-class Editing

Week 13a (April 27)
  **TEST #1-Multiple Choice and Build**
  Work in-class editing

**FINALS: Thursday, May 4 at 6pm**
As mentioned above, this is a tentative calendar/schedule based on the progress of the class. Also, class speakers, movies, or other presentations may be included at a later date.

**Grading:**
Your grade will be based on 600 points throughout the semester:

**Team Projects**
  1 Team projects x 150 points = 150 points
  Team Project - Music Video
  OR
  Team Project - PSA

**Assignments**
  1 assignments x 50 points each = 50 points
  Storyboarding and Shot List - Music Video
  OR
  Storyboarding and Shot List - PSA

**Tests**
  1 tests x 100 points = 100 points

**Quizzes**
  1 quizzes x 50 points each = 50 points

**Stations**
  5 Stations @ 50 Points each = 250 Points

  Total Points = 600 points
Projected cut-off points for A's, A/B's, B's, B/C's, C's, and D's are 93%, 88%, 83%, 78%, 70%, and 60% respectively. At the end of the semester, these cut-off points may be adjusted in order to reflect your overall performance and participation in the class based on rubric assessment document. Thus, the actual cut-off points for each grade will not be known with certainty until after the semester is over.

COURSE POLICIES

Attendance:
Your attendance is strongly urged for each class. If you miss class, you will miss out on information that may appear on tests, etc. Please be on time. We cover an extensive amount of information during class that one’s lateness will disrupt class processes. Keep in mind that you will lose points if you do not attend.

Class Participation:
Class participation is part of determining your final grade at the end of the semester. Do your readings so that you can participate in the discussions. Do not use social media during class nor gaming.

Missed Exams or Assignments:
No tests will be given late or early. Your assignments will be lowered by 10 points if they are turned in late or are incomplete on the due date.

Academic Integrity:
Part of the value of a degree from Carroll University lies in the standards of academic honesty and integrity maintained by the campus. Our institutional value system, as described in the Carroll University Compact, emphasizes that students have an obligation to conduct their academic work with honesty and integrity in accordance with Carroll University standards. All acts of academic misconduct are serious and in fact subvert the very nature of the academic process. Given the central role of academic integrity to all academic pursuits, an institutional committee will review every incident of alleged academic misconduct. Should they be accused of misconduct, students will be subject to fair application of the Policies and Procedures on Student Academic Integrity. The Carroll University Academic Integrity Policy is located in your student handbook (http://www.carrollu.edu/campuslife/pdfs/handbook.pdf). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

Disability Accommodations:
“Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.”

Scheduling Policy:
The instructor and the University reserve the right to modify, amend, or change the syllabus (schedule, course requirements, grading policy, etc.) as the curriculum and/or program require(s).