# Digital Video Production

## ART - 2470 001

## Course Student Learning Outcomes

- Demonstrate use of PRINCIPLES OF DESIGN in visual storytelling relating to creating digital video production.

- Demonstrate basic skill and techniques using VIDEO PRODUCTION EQUIPMENT.

- Implement technical skill and techniques in using industry standard NON LINEAR VIDEO EDITING SOFTWARE relating to creating digital video production.

- Implement technical skill and techniques in CAPTURING AND DELIVERING digital video relating to creating digital video production.

- Demonstrate PRODUCTION WORKFLOW as it relates to creating digital video product.

## Course Prerequisites

Catalog Prerequisites

And/OrTestScoreSubjectCourse NumberLevelGrade

| And/Or | Test | Score | Subject | Course Number | Level | Grade |
|---|---|---|---|---|---|---|
| | | | Visual Art and Design | 1800 | | |
| Or | | | Communication | 1800 | | |
| Or | | | Old: e-Business Technology | 1800 | | |
| Or | | | English | 1800 | | |
| Or | | | Film | 1800 | | |
| Or | | | Visual Art and Design | 1280 | | |
| Or | | | Visual Art and Design | 2340 | | |
| Or | Prior UG Transfer | Y | | | | |

# Engagement Plan

Example language:

- I will respond to email within 24-48 hours email notification. I will offer feedback on major assignments during in class presentation days. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

- In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.

- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.

- Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

# Keys for Success (how to succeed in the course)

How to Get A Good Grade

- Attend every class--arrive on time--utilize in-class lab time to do assignments
- Put in necessary time outside of class to do quality work on assignments
- Be creative with the assignments
- Turn assignments in on time
- Ask questions--participate in the discussions

# Course Content Advisory

Course Format

In a typical class session, topics will be presented and discussed. The instructor will then demonstrate and explain new concepts/skills/techniques. Afterward, students will apply the skill set of the demonstration by completing an in-class assignment and or Canvas assignment. Assignments allow students to apply the skill set once again in a more creative fashion. Anyone or all of the classroom activities could occur in one session.

Attendance and Participation

Attendance and active participation during class contribute to your success. Your involvement in this course is valuable to your instructor and the rest of the class. Most course content is delivered in class. Attendance is taken each day at the beginning of class and your participation efforts and in-class work will account for 15% of your final grade. You may also be marked late if you arrive after attendance is taken or leave before the class instruction is over. For any absence, you are still responsible for getting the missed announcements and course material from another student. There are several in-class assignments and lectures that cannot be made up.

## Required Text or Materials

**Title: Adobe Premiere Pro CC Classroom in a Book (2019 Release), 1st Edition**
**ISBN:** 978-0135298893
**Authors:** Jago, Maxim (2019).
**Publisher:** Adobe Press
**Edition:** 2019

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

## Additional Materials

Required Materials

- USB or external hard drive or cloud storage (1TB)
  - One example suggested purchase could be from B&H Photo: $69.99 + tax Lexar 1TB SL300 USB 3.2 Gen 2 Portable SSD

- Link: https://www.bhphotovideo.com/c/product/1857610-REG/lexar_lsl300001t_rnbng_sl300_portable_ssd.htmlLinks to an external site.
- SD card (16 GB or larger)
  - One example suggested purchase could be from B&H Photo: SanDisk 32GB Extreme PRO UHS-I SDHC Memory CardLinks to an external site.
  - Link: https://www.bhphotovideo.com/c/product/1692700-REG/sandisk_sdsdxxo_032g_ancin_32gb_extreme_pro_uhs_i.htmlLinks to an external site.
- Jago, Maxim (2019). Adobe Premiere Pro CC Classroom in a Book (2019 Release), 1st Edition. Adobe Press. ISBN: 978-0135298893 Students may gain free access to the Adobe "Classroom in a Book" series using your Adobe accounts. Free access is through O'reilly Books when signing in with your @bruinmail.slcc.edu
  - Link: https://learning.oreilly.com/library/view/adobe-premiere-pro/9780135299937/Links to an external site.
- Note-taking device, such as a notebook/pens or computers in the classroom.
- Headphones with mini plug or Bluetooth

Optional Materials

- Owen, Jim (2016). Television ProductionLinks to an external site., 16th Edition. Focal Press. ISBN: 978-1-138-84166-6
- Videomaker (2012). Videomaker Guide to Video ProductionLinks to an external site., 5th Edition. Taylor & Francis Group, LLC. ISBN: 9780240824345

Adobe Suite Access

- Can students get this offer?

  Students enrolled in Architecture, Interior Design, Fashion, Film, and Art courses will be given access to the suite automatically. If you are not enrolled in these courses

and need access to the full suite of Adobe Apps, you may request access using our Adobe Request FormLinks to an external site..

You can either download the software to your personal machine OR you can use the software through http://allaccess.slcc.eduLinks to an external site..

What's the Cost?

As an active student or employee of Salt Lake Community College, you get a free copy of Adobe Creative Cloud to install on any campus-owned devices and one personal device as long as you are employed/registered for classes and the College maintains its Campus Agreement with Adobe. With this agreement, you can login and run any approved Adobe software on 1 device at a time completely free, but not run the software simultaneously in both locations.

- More information: https://support.slcc.edu/help?id=kb_article_view&sysparm_article=KB0010884Links to an external site.

## Assignment Schedule

| Due Date | Assignment Name | Assignment Type | Points |
|----------|-----------------|-----------------|--------|
| | Camera Gear Open Discussion | Discussion | 0 |
| | Pre-Production Documents | Discussion | 0 |
| | Roll Call Attendance | Assignment | 100 |
| 8/28/25 | Assignment 1_Introductions | Assignment | 5 |

## Grading Scale

Course Objectives

Demonstrate use of PRINCIPLES OF DESIGN in visual storytelling relating to digital video production such as:

- Judging color, brightness, and contrast
- Light and shadow
- The camera (framing/composition)
- Depth distance and perspective
- Rhythm and editing principles
- Audience
- Visual communication

Demonstrate basic skill and techniques using VIDEO PRODUCTION EQUIPMENT such as:

- Lights
- Audio (Ex.: microphones, headphones, etc.)
- Camera
- Tripods

Implement technical skills and techniques in using industry-standard NON-LINEAR VIDEO EDITING SOFTWARE relating to creating digital video production such as.

- UI Paradigms (Ex.: Bins, layers, nodes, timelines)
- Disk usages, data management
- Pixels, components, and channels
- Spatial resolution
- Bit depth
- Normalized values
- Floating point and dynamic range imagery
- Color representation
- Digital image files, formats

Implement technical skills and techniques in CAPTURING AND DELIVERING digital video relating to creating digital video production such as.

- Video formats

- Audio formats

- Pixel ratios

- Frame rates

Demonstrate PRODUCTION WORKFLOW as it relates to creating digital video product such as:

- Use of reference and research

- Milestones, time management

- Explored design options, thumbnails, drafts, self-critique

- Collaboration

- Presentation

- Taking art direction

- Working with talent and clients

- Follows specifications for delivery (Ex.: media format, pixel resolutions, etc.)

Course Format

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Attendance and Participation

Attendance and active participation during class contribute to your success. Your involvement in this course is valuable to your instructor and the rest of the class. Most course content is delivered in class. Attendance is taken each day at the beginning of class and your participation efforts and in-class work will account for 15% of your final grade. You may also be marked late if you arrive after attendance is taken or leave before

the class instruction is over. For any absence, you are still responsible for getting the missed announcements and course material from another student. There are several in-class assignments and lectures that cannot be made up.

Visual Arts & Design Department's Attendance Policy:

Excessive absences and tardies will have a drastic influence on your grade. Missing 20% of scheduled class time may result in failure of the course. Missing five (5) scheduled classes or meetings may result in an 'E' grade. If I am late in arriving to class, you must wait a full 20 minutes after the start of class before you may leave without being counted absent, or you must follow any written/posted/email instructions I may give you about my anticipated tardiness.

Assignments

Assignments can be found on Canvas. The assignments are assigned a certain number of points and should be turned in on time. Late work will be downgraded 10% per day after the due date (with a maximum 50% deduction). Late work CANNOT be submitted for points 7 days after the due date. Additional assignments may be given in class. However, I know that life does happen. I do allow one freebee. One assignment that you get to request to turn in late (up to 7 days) without consequence. Use it wisely, you only get one.

Quizzes

There will be terminology quizzes for each topic covered in the course. These quizzes are given on Canvas and the due dates are listed on the calendar. There is a 5-day cushion for you to take the quiz after the Canvas deadline. The quizzes may include short answer, fill-in-the-blank, multiple-choice and true/false questions. Questions come from lectures, discussions, and handouts. No make-up quizzes are given since students have the 5-day cushion. Don't wait until the last minute to take the quizzes. Get in the habit of taking the quiz shortly after the material has been covered in class.

Lab Time

You may need to spend 2-4 hours per week outside of class to complete assignments and projects, study for quizzes, and prepare for class. This may vary from student to student and from week to week during the semester. All software packages required for this course are available at the labs (see instructor for specifics).

Lab Policy

The course allows you access to the Division of Communication and Performing Arts editing bays and open lab in 1-054. See schedule Download See schedule for available times. This course also allows you to check outLinks to an external site. equipment from the Communication Department Equipment room, the policy Download policy will be reviewed in class before you may start checking out equipment.

The College has spent thousands of dollars upgrading and equipping the lab for this and the other computer courses. Immediately report anyone you observe tampering with the equipment, changing computer settings, copying programs, or appearing to have no legitimate purpose in the lab.

How to Get A Good Grade

- Attend every class--arrive on time--utilize in-class lab time to do assignments
- Put in necessary time outside of class to do quality work on assignments
- Be creative with the assignments
- Turn assignments in on time
- Ask questions--participate in the discussions

**Required Assessments**
40 % Assignments
30 % Quizzes
15 % Final Project
15 % Attendance and Participation

**Required Assessments**

100 %  TOTAL POSSIBLE

Final Grades

After any adjustments for difficulty and participation, final grades will be assigned according to the following schedule:

|  | Final Grades |  |
|---|---|---|
| 90-94% = A- | 77-79% = C+ | 64-66% = D |
| 87-89% = B+ | 74-76% = C | 60-63% = D- |
| 84-86% = B | 70-73% = C- | Below 60 = E |

# How to Navigate to Canvas

# Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the Institutional Syllabus page.

# Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

## Additional Policies

Accessibility & Disability Services

The purpose of Accessibility & Disability Services is to facilitate access and remove barriers for students. ADS provides students with disabilities and pregnant students with individualized accommodations and resources.

Accessibility & Disability Services Contact Make an appointment for an Informational Meeting by calling 801-957-4659, or emailing ads@slcc.edu. More information:

https://www.slcc.edu/ads/index.aspxLinks to an external site.

SLCC Student Resources

More information: https://www.slcc.edu/honors/student-resources.aspxLinks to an external site.

SLCC Current Student Information & Academic Calendar

More information: https://www.slcc.edu/student/index.aspxLinks to an external site.