



**Center of Excellence for Media Arts & Technology  
Digital Communication Department**

**CRN 34211 – Fall 2017  
FAC room 232 | 6:00 pm - 9:30 pm | Tuesdays  
2 hour lecture course/ 5 hour lab /  
48 hours external / 14 weeks**

**Instructor: Rubén Durán**

**Instructor Contact Information: 713-718-6272 / [ruben.duran@hccs.edu](mailto:ruben.duran@hccs.edu)**

**Office location and hours**

Central Campus – Theater One, Room 109| By Appointment

**Login to Eagle Online**

<http://eagleonline.hccs.edu> for assignments, instructions, and grades.

## **Course Description**

Digital Video 1: Producing and editing video and sound for multimedia or web productions. Emphasizes capture, editing and outputting of video using a desktop digital video workstation. Digital Storytelling principles.

## **Prerequisites**

IMED 1301 – Introduction to Multimedia

## **Frequent Requisites:**

MATH 0306 (Basic Math Pre-Algebra)

GUST 0341 (7th -9th Grade Reading)

ENGL 0300 or 0347

## **Course Goal**

1. Demonstrate the ability and knowledge of how to select and apply industry standard software in the design, creation and production of projects.
2. Effectively describe and present projects utilizing industry specific vocabulary. Written projects and assignments present good writing skills with included industry
3. Design and demonstrate the use of software and techniques
4. Develop & present a portfolio of work that demonstrates proficiency in skills for

# Student Learning Outcomes

The student will be able to:

1. Learn basic digital video editing techniques.
2. Apply appropriate compression schemes for various output.
3. Integrate still graphics into a production.
4. Apply principles of video production and storytelling.
5. Identify basic camera and sound equipment.

## Learning Objectives

Students will:

*Use digital video capture and output methods.*

1. Understand different media types and various codec configurations
2. Understand the process of importing both media from tapeless sources

*Integrate still graphics and animation into a production.*

1. Video editing and transitions
2. Creating Dynamic and moving text titles
3. Know when and how to use transitions
4. Understand the importance of keyframes and how to use them effectively to create the effect of animation

*Apply principles of video production.*

1. The application of specialized editing tools
2. Applying video effects to individual or multiple clips
3. Exporting Frame, Clips, or Sequences
4. Understand the differences in a wide range of codecs and how they work with different operating systems and video players
5. Learn how to create cut-only video
6. Learn how to spot and avoid jump cuts.

*Identify the components of a digital video system.*

1. Understand the importance of sound to any video project
2. Acquiring and editing audio
3. Managing Projects, learning different ways to save projects to save time or hard drive space

*Apply appropriate compression schemes for various output.*

1. Export still frames, clips or sequences into a variety of different formats

*Use digital Video Capture and Output Methods.*

Following is a tentative outline of discussion topics and class assignments for the semester. This schedule is subject to change. The instructor reserves the right to change the assignments, projects, and dates as deemed necessary. You will be informed of any changes. Updated information will be posted online on Eagle LMS (EO). **All ASSIGNMENTS MUST BE TURNED IN ON EAGLE ONLINE ONLY.**

Eagle Online LMS ACTIVITIES: Login for online assignments and announcements. You must login minimum 2 times a week during the semester for this class. All communications outside of class time will be conducted in Eagle Online.

**Week 1:** Introduction to Course and Adobe Premiere

**Week 2:** Setting Up a Project, Importing Media and Organizing Media.

**Week 3:** Essentials of Video Editing

**Week 4:** Working with Clips, Adding Transitions, Resolution

**Week 5:** Cameras (iPhones, DSLRs, Traditional Videocams)

**Week 6:** Recording Audio for Digital Video

**Week 7:** Editing and Mixing Audio

**Week 8:** Titles and Transitions

**Week 9:** Midterm Project presentations

**Week 10:** Advance Editing

**Week 11:** Composition Techniques & Storyboarding

**Week 12:** Exporting projects, Clips and Sequences. Optimizing Video for the Web, DVD and Blu-Ray- Discuss Final Project idea.

**Week 13:** Lab time to Work on Final Project

**Week 14:** Final Project Presentation

### **Instructional Methods**

My main goal as a teacher is to encourage all my students to complete their college education. Within the realm of the classroom, I like to emphasize that every student understands the importance of basic storytelling principles using a video editing program and tools of the trade.

There are many different learning styles and as a teacher, I strive to make sure that I can tailor my teaching to ensure success for each student who passes through my class. The students' interest is highly important to me. I believe that in order for the students to thoroughly understand the concept being taught, they should be able to incorporate their interest in the assigned project; I give a basic idea and let my students nurture and develop it.

I keep this Chinese proverb in mind when teaching: *"Tell me and I forget. Show me and I remember. Involve me and I understand."*

## Student Assignments

Assignments, projects, and web-enhanced activities have been developed to guide your learning and concept development as a designer. To better understand a topic/concept, you will be given assignments on key information that you will need to remember for your success in your career.

As you learn new concepts and application, you will apply the knowledge to your Final Project.

Working on assignments/project is an integral part of the course. Any missed assignments will be considered as missed lab/class.

All assignments/projects are due on the day noted unless otherwise announced in class. Assignments may be completed in class or lab. Those having their own computer and pertinent software may work on assignments at home as well. However, class participation is still required, and students are advised to attend class regularly. The assignments must be completed on software programs used in class. Do not make substitutions.

Note: Original working files are REQUIRED for ALL projects along with the submission of files as instructed.

***YOU MUST SAVE ALL CLASS PROJECTS AND TEXTBOOK LESSON FILES (ON A PORTABLE DRIVE UNTIL THE END OF THE SEMESTER.)***

This is a Web Enhanced class. You must access Eagle Online (EO) site regularly during the semester. Class material and assignments will be updated often on EO.

Handouts will be given out for all assignments & projects. Be sure to follow the requirements of each project. Grading weights, assignments, projects, and evaluations are subject to change.

## Assessments

Means of Assessment:

- Completion of assignments, exhibiting the ability to accurately and creatively render the assignments involving the application techniques demonstrated in class, in the written handouts, and the assigned readings.
- Turning assignments in on time in the manner stated by the instructor.
- Attempts to push the assignments further than what is required will increase the chances for a higher grade.
- Creativity in rendering the assignment and original thinking when pertinent.
- Compliance to basic design principles. (Proximity, Alignment, Repetition, and Contrast)

## Grading Weights:

**The instructor reserves the right to change the schedule, assignments, projects, grading weights, and dates as deemed necessary.**

- Midterm Project- 600 points
- CIAB Textbook Lessons (WEA)- 1200 points
- Participation & Class Engagement- 300 points
- Final Project – 900 points

**Total 3000 points**

WEA (Web Enhanced Activities) –Includes Eagle Online activities, web-based research, Adobe Associate Certification tests and exams, and textbook assignments

## Final Grade:

**A = 3000-2700 = (100%-90%)**

**B = 2699-2400 = (89%-80%)**

**C = 2399-2100 = (79%-70%)**

**D = 2099-1800 = (69%-60%)**

**F = 1799 and Below = (59% or below)**

## Instructor Requirements

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and makeup
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class discussions and activities
- Read and comprehend the handouts and help files where applicable
- Complete the required assignments and evaluations
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments
- Complete all assignments/activities with a 70% passing score
- Adhere to HCC, department and instructor policies

## Program/Discipline Requirements

- Complete and comprehend the objectives and technologies involved in all graded assignments.
- Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
- Complete all reading assignments pertaining to the subject matter of the course.
- Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours)
- Arrive at class promptly and be prepared with necessary books, storage media, assignments, and anything else required.
- Exhibit safe and courteous lab habits.
- Develop and share knowledge and information with fellow students.
- Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.
- Participate in class discussions and critiques.
- Demonstrate the ability to communicate in a clear, coherent
- Turn in all assignment on time and in the manner required by the instructor.
- Demonstrate the ability to use computer-based technology and software applications as it applies to be given class.
- Understand and be proficient in computer file management, including saving and retrieving files.
- When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
- Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
- Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignment, including a written statement describing project concepts and processes.
- Demonstrate ability and creativity in using computer-based technology in communicating, solving problems and acquiring
- Accept responsibility for personal understanding of course requirements and degree plan.

## Homework due dates and late work

All assignments are to be submitted to the appropriate assignment folder on EO2 (Eagle Online,) in the appropriate folder by or before the posted due date and time. All homework that is turned in is timed stamped as being early or late. I will not accept anything handed in on flash drive, emailed, or shared via the cloud. The classroom is like the real world. If you turn your work in on time and completed properly you get paid. If you miss your deadline, don't do the assignment, or only partially complete it, you will not get paid. If you have an issue, or foresee a complication during the semester come talk to me. I can't help if you don't help me.

With that in mind the following rules will apply to all assignments:

1. All assignments/projects are due on the day noted unless otherwise announced via

2. You must access Eagle Online (EO) site regularly during the semester. Class material and assignments will be updated often on EO.
3. Handouts and other details discussed in class will be posted for all assignments & projects. Be sure to follow the requirements of each

## Digital Communications Department Late Assignment Policy

**Any assignment turned late will lose 25% each day it is not turned in.** Every assignment has a due date and students are expected to submit their assignment by the assigned due date. It is the student's responsibility to adhere to all assignments due dates listed in Eagle Online. All assignments are due midnight on the due dates unless otherwise indicated.

- 24 hours late = -25% off final graded score
- 24-48 hours late = -50% off final graded score
- 48-72 hours late = -75% off final graded score
- 72-96 hours late = -100% off final graded score

Assignments will NOT be accepted after the 4<sup>th</sup> day of the due date.

## Absences

Please do not be late. 15 minutes late = 1 tardy. Three tardies = absence. 3 absences = drop from the class. Please do not be late.

**NOTE:** YOU MUST BE PRESENT THE LAST DAY OF CLASS TO PRESENT YOUR FINAL PROJECT AND PORTFOLIO. IF YOU ARE NOT PRESENT YOU WILL RECEIVE A ZERO ON BOTH THE FINAL PROJECT AND PORTFOLIO, EVEN IF YOU TURN IT IN ON TIME TO EO2.

## HCC Grading Scale

A = 100 – 90;	.....4 points per semester hour
B = 89 – 80:	.....3 points per semester hour
C = 79 – 70:	.....2 points per semester hour
D = 69 – 60:	.....1 point per semester hour
59 and below = F.....	0 points per semester hour
IP (In Progress) .....	0 points per semester hour
W(Withdrawn).....	0 points per semester hour
I (Incomplete).....	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

## Grading Criteria

Your instructor will conduct quizzes, exams, and assessments that you can use to determine how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. Your instructor welcomes a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance. See individual assignment handouts and/or grade sheets

### Grading Percentages (subject to change)

In class projects/assignments	40% of your final grade
Textbook Lessons	40% of your final grade
Class participation	5% of your final grade
Midterm/Final Project	15% of your final grade

## Instructional Materials

**1. TEXTBOOK: Adobe Premiere CC Classroom in a Book (2017 release) By Maxim Jago (Also available in eBook format) ISBN-13: 978-0-13-466531-3**

2. Mass storage device (Required 32 GB or higher)
3. Headphones (any type)

## HCC Policy Statements

Access Student Services Policies on their Web site: <http://central.hccs.edu/students/student-handbook/>

## Class Attendance Policy

(Attending class regularly is the best way to succeed in this class!)

Attendance is taken within the first 15minutes of the class session. **You will be marked**



of the class participation, and as such can affect your grade. Please note that you will be administratively dropped if you exceed the 12.5% of instruction hours (2-four hour sessions for classes that meet once a week, OR 4-two hour sessions for classes that meet twice a week).

**2 unexcused lateness or leaving early (15 minutes late) = 1 absent session.**

### Classroom/Lab Policies:

As your instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Your instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, you are asked to respect the learning needs of your classmates and assist your instructor achieve this critical goal.

1. Students are responsible for adhering to all guidelines, procedures and requirements indicated in assignments and project handouts for the course Information covered in class will not be repeated for students who are tardy or absent. Students are responsible on getting lectures and assignments missed from other students. No make-up tests or classroom exercises will be
2. All textbook lessons, assignments and projects must be completed by the student. Any work completed with the help of external sources such as lab technicians or past students/relatives etc. will result in a zero grade.
3. Assignment/Project content or theme must NOT contain any inappropriate or offensive material (language, text, images, or multimedia) that relates to any sexual, religious or political
4. References and credits (such as images, text information, media files, etc.) used must be documented in each assignment/project where applicable.
5. Work turned in past the dateline will receive a lowered letter grade or an F.
6. Assignments are to be saved on External disks. You may leave your files on the server or class computers; the department will not be responsible for any deleted files.
7. Student must either call or EMAIL the instructor if they cannot make it for class.
8. No software, hardware, or manuals may be removed from the lab. Software and manuals may not be copied. Lab rules are to be strictly followed. Failure to comply with these rules will mean expulsion from both class and lab.
9. Cell phones must be switched to silent mode. If you need to take a call, please leave the classroom without disrupting your instructor or classmates.

### Course Semester Credit Hours (SCH) (lecture, lab)

Course Semester Credit	Credit Hours	3.00
Hours (SCH) (lecture, lab)	Lecture Hours	2.00
If applicable		

Total Course Contact Hours	Laboratory Hours		4.00
	External Hours		3.00
	Credit and Lecture - 96.00; External Hours: 48 hours		
	<i>Note: One hour of classroom instruction equates to a minimum of 1.5 hours of out-of-class student work for each week. External hours of student work may include assignments, projects, research, exam certification practice, and/or field trips.</i>		
	<b>Example: 2 lecture, 4 lab hours</b> Lecture 2hrs x 16		
	weeks = 32 hrs (affected by Hurricane Harvey) Lab hours		
	4hrs x 16 weeks = 64 hrs		
	External Hours 3hrs x 16(affected by Hurricane Harvey) weeks = 48 hrs		
	<b>TOTAL hours = 144 hours</b>		

**Total Course Contact Hours** - 96.00 hours

**Course Length (number of weeks)** - 14 weeks (affected by Hurricane Harvey)

## Fall 2017 Academic Calendar

SEPTEMBER 2017		
Date	Day	Event
<input type="checkbox"/> Sep 7	Thursday	Fall 2017 Reg 16 WK: Registration: On-campus hours- 9:00 am - 8:00 pm
<input type="checkbox"/> Sep 8	Friday	Fall 2017 Reg 16 WK: Registration: On-campus hours- 8:00 am - 5:00 pm
<input type="checkbox"/> Sep 9	Saturday	Fall 2017 Reg 16 WK: Registration: On-campus hours- 9:00 am - 1:00 pm
<input type="checkbox"/> Sep 11	Monday	Fall 2017 Reg 16 WK: Registration: On-campus hours- 9:00 am - 7:00 pm
<input type="checkbox"/> Sep 12	Tuesday	Fall 2017 Reg 16 WK: Last Day for 100% refund
<input type="checkbox"/> Sep 12	Tuesday	Fall 2017 Reg 16 WK: Registration Ends: On-campus hours- 9:00 am - 7:00 pm
<input type="checkbox"/> Sep 26	Tuesday	Fall 2017 Reg 16 WK: Official Day of Record
<input type="checkbox"/> Sep 27	Wednesday	Fall 2017 Reg 16 WK: Last Day for 70% refund
OCTOBER 2017		
Date	Day	Event
<input type="checkbox"/> Oct 3	Tuesday	Fall 2017 Reg 16 WK: Last Day for 25% refund
NOVEMBER 2017		
Date	Day	Event
<input type="checkbox"/> Nov 3	Friday	Fall 2017 Reg 16 WK: Last Day to withdraw
DECEMBER 2017		
Date	Day	Event
<input type="checkbox"/> Dec 10	Sunday	Fall 2017 Reg 16-WK: Last day of instruction
<input type="checkbox"/> Dec 17	Sunday	Fall 2017 Reg 16 WK: Semester Ends

## **TITLE IX OF THE EDUCATION AMENDMENTS OF 1972, 20 U.S.C. A§ 1681 ET. SEQ.**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status-in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance  
Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271  
Houston, TX 77266-7517 or Houston, TX 77266-7517  
or Institutional.Equity@hccs.edu

Log in to: [www.edurisksolutions.org](http://www.edurisksolutions.org). Sign in using your HCC student e-mail account, then go to the button at the top right that says Login and enter your student number.

## **EGLS3 -- EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM**

At HCC, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

## **DISABILITIES:**

Houston Community College is committed to compliance with the Americans with Disabilities Act (ADA) and the Rehabilitations Act of 1973 (Section 504). Any student with a documented disability (ex. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the Disability Support Services Office at the respective college at the beginning of the semester.

Faculty members are authorized to provide only the accommodations requested by the Disability Support Services Office

## **CAMPUS CARRY LAW**

At HCC the safety of our students, staff, and faculty is our first priority. As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SB11 2015). For more information, visit the HCC Campus Carry web page at <http://www.hccs.edu/district/departments/police/campus-carry/>