

BEMA 146: Digital Video Effects
M, F 1:40-4:30PM MIS218 (Mission Campus)

Instructor:

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Office Hours:

Mon 12 – 1:40 PM
& *by appointment*

Course Description

BEMA 146, Digital Video Effects, introduces students to a variety of approaches to creating common graphical elements, digital animation and digital video effects for video and broadcast production. Through hands-on learning via exercises and projects informed by written tutorials as well as in-class and web demonstrations of common software and hardware techniques, students will gain practical post-production skills and a fundamental understanding of the aesthetics, the power as well as the limitations of digital video effects. Throughout most of the course, we will work with video projects or effects common in broadcasting, such as creating lower thirds, station IDs, title sequences, keying, tracking and others approaches commonly manipulated by software in the 2D realm. The course will also investigate 3D-like (a.k.a 2.5D) approaches and effects and work within this environment. Upon completion successful students will emerge with a working knowledge of how to use mattes, layering, masking, motion paths, interpolation, text effects and other techniques for video projects as well as a foundation aesthetic and technical analysis of the entailed processes. Unique to the field of broadcasting, students of BCST 146 will also gain experience creating titles, animation and effects by learning to use industry-standard broadcast hardware such as a Chyron Character Generator (Lyric software) and a Grass Valley Kayak 1ME SD switcher.

Texts:

Required: After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics Artist [2nd Edition; CS4*] (*updates for CS5, CS5.5 are available online)
by Trish & Chris Meyer, Focal Press, 2010 (ISBN: 0240811364)

Recommended: Apple Pro Training Series: Motion 4 by Mark Spencer, Peachpit Press, 2009 (0321635299)

Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5 [Paperback] by Trish & Chris Meyer, Focal Press, 2010 (ISBN: 0240814150)

Online software learning service (ie. \$25/mo.): **Lynda.com**

Important Dates SP 2012

Last day to drop with a 100% refund: **Wed, Feb 1**. Last day to add (web): **Fri, Feb 3**

Last day to drop without a “W” & last day to drop for 50% refund: **Thu, Feb 9**

Last day to file for AA or Certificates: **Thu, Mar 1**

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Supplies:

Required: USB flash drive with a min. of 4GB capacity
A Google Gmail account (CCSF or other)

Recommended: External HardDrive (ideally 100GB+, 72K RPM, FW800 or better)

Alternatively: DVD-Rs for full semester project DVD and content

Course Projects:

Students will conceive, plan and execute the following creative projects:

1. **Chroma key project (FCP)** (0:30 - 1 min.)
2. **Matte & Masks project (FCP)** (2:00 - 3:00 min.)
3. **Animated Lower Third (FCP; Photoshop)** (0:05 - 0:15 min.)
4. **Keying & CG project (Hardware Chroma key)** (0:30 - 1 min.)
5. **Station ID Project** (0:05 - 0:15 min.)
6. **Show Open Project** (0:20 - 0:45 min.)
7. **Final project** (0:30 - 4 min.)

Learning Outcomes:

Successfully participating students will gain understanding of the following:

1. Fundamentals of creating software and hardware based digital video effects.
2. Define terms and methods for using video effects processes such as mattes, layers, masks, motion paths, interpolation, text effects, transfer modes and time re-mapping.
3. Conceive, produce and complete projects with pervasive digital video from start to finish.
4. Analyze the processes involved in creating digital video effects.
5. Integrate appropriate 2D and 3D digital video effects and object movement.
6. Familiarity with a variety of post-production workflows, processes and codecs.
7. Introduction to post-production techniques using FCP, AE and Motion and other programs.

Evaluation:

Your final grade will be based on the following formula:

Attendance	30 pts	(10%)
Quizzes (2)	30 pts	(10%)
Midterm (1)	45 pts	(15%)
Project #1 Chroma Key (FCP)	10 pts	(3%)
Project #2 Matte Exercises (FCP)	15 pts	(5%)
Project #3 Chroma Key (GVG Kayak)	10 pts	(3%)
Project #4 Animated Lower 3rd (AE)	20 pts	(6.7%)
Project #5 Station ID (AE)	30 pts	(10%)
Project #6 Show Open (AE/Group)	30 pts	(10%)
Project #7 Final project (Motion/AE)	30 pts	(15%)
AE Tutorials (5)	40 pts	(13%)
Motion Projects (2)	10 pts	(3%)
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	300 pts	100%

Class Rules:

1. **All food & drink (incl. water) are absolutely forbidding in the labs, studios and near computer and other professional equipment.**
2. Please read all assigned materials **before** the respective class.
3. All written work submitted in conjunction with the planning and production of class projects must be **completely typed! Un-typed materials will be returned unread. No electronic submissions will be accepted!**
4. Please turn off/silence all cell phones and **don't text message in class.**

TV Studio Rules:

The television studio is a unique learning and working environment. Please respect the facilities and the learning environment they represent.

1. Television studio production is a physically active task in a sometimes dusty, dirty and potentially dangerous environment. Please wear clothes that suit the environment.
2. Safety is a prime consideration in the studio and you must take responsibility for your own safety and the safety of others working near you. **Be alert at all times!**
3. Food and drink is **prohibited** at all times in the main classroom, the studio and control room. Outside the studio and lab are tables you can use keep your food and drink items on.

Attendance:

You are expected to attend and stay throughout ALL class meetings as the class and our colleagues depend on your participation and vice-versa. Tardiness and unexcused absences from class are unprofessional, inconsiderate to team members and will cause your grade to drop.

1. Attendance will be taken in class and is essential to completion of the course.
2. **You are allowed 2 excused (prior notification necessary) absences** during the semester **except on quiz, midterm, final or any of the production dates.**
3. Late arrivals or early departures *without* prior consent (you must contact me via email) will influence your grade (**2 late arrivals/early departures = 1 absence**).
4. **Excessive absence (2 or more beyond 2 excused absences)** and tardiness will result in lowering your grade and can lead to you being dropped from the course.

Accessibility

Students who need academic accommodations should request them from the Disabled Students Programs and Services (DSPS) located in the Rosenberg Library, Room 323 on the Ocean Campus. Telephone: 415-452-5481 (V) 415-452-5451 (TDD).

Please talk to me or contact me to ensure that your needs can be met.

Confidentiality is guaranteed and DSPS can really help you if requested!

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Date	Class Lesson	Assign/Read/Act
01/20(F)	Class Intro, Syllabus	MoGraph Research #1(1/25)
01/23 (M)	LUNAR NEW YEAR	NO CLASS
01/27(F)	Equivalency Exams/ FCP Project 1 Setup	
01/30(M)	Broadcast titles in Film & Video	Ken Stone/ Proj1 Assign
02/03(F)	Working with Masks in FCP	Proj2 Assign
02/06(M)	TV graphics/Quiz Review	Kayak/ Proj1 Due
02/10(F)	Video source switching/Keying/ Quiz review	
02/13(M)	QUIZ#1/Kayak Switcher Chroma screen	Proj2 Due/Proj3 start (ongoing)/Quiz#1
02/17(F)	LINCOLN'S BDAY	NO CLASS
02/20(M)	WASHINGTON'S BDAY	NO CLASS
02/24(F)	AE Interface/ Interpolation/Basic Animation	AEA Pre-Roll, Ch1
02/27(M)	Adv. Keyframes/Hold/Reverse Kf	Ch2
03/02(F)	Layer Control/Presets/Blending Modes	Ch3/ Proj3 Done/Ch1Due
03/05(M)	Transparency/Masks	Ch4/ Proj4 assign//Ch2Due
03/09(F)	Type/Animators/Range/ Midterm review	Ch5/Ch3Due
03/12(M)	Midterm	Ch5/Ch6/ Proj5 Assign
03/16(F)	Parenting/Nesting	Ch6/Ch8//Ch5Due
03/19(M)	Screening Proj 1-4	Ch8/ Proj4 Due/Ch4&5Due
03/23(F)	SPRING BREAK BEGIN	NO CLASS 3/23-4/3
03/26(M)	SPRING BREAK	NO CLASS 3/23-4/3
03/30(F)	CESEAR CHAVEZ	NO CLASS 3/23-4/3
04/02(M)	Parenting/Expressions/3D Space I	Ch6Due
04/06(F)	3D Space II/Camera/Lights	Ch8Due Proj6 Assign
04/09(M)	Screening Proj5	Proj5 Due
04/13(F)	Motion 4:Interface, Paradigms	Motion1
04/16(M)	Motion4: Filters, Behaviors, Masks, Text	Motion2
04/20(F)	Motion4: Import, Blend modes, clones	Motion6
04/23(M)	Motion4: Auto KF, Lights, Basic 3D	Motion1/ Proj7 Assign
04/27(F)	Motion4: Roundtrip	Motion4
04/30(M)	Review Motion, AE	Proj6Due
05/04(F)	QUIZ #2	Quiz#2
05/07(M)	Final proj. lab	Final proj. lab
05/11(F)	Final proj. lab	Final proj. lab
05/14(M)	Final proj. lab	Due: Proj7/Motion1&2 (others option)
05/21 (M)	SCREENING PARTY/FINAL REVIEW	1-3PM Final