

Indiana University Department of Telecommunications
T454 – DVD Authoring
Syllabus – Spring 2006 v1.1

- Instructor:** Jim Krause jarkraus@indiana.edu
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IU: 856-2172 & Studio: 332-1005
Office Hours (RTV Bldg. 350): Monday 8-10 AM & by appointment.
- Text:** DVD Studio Pro 3 for Mac OSX, Martin Sitter. Peachpit Press.
- Materials:** Existing media from which to create a DVD
Blank DVD+/-R (General) media
Portable firewire or USB drive (firewire or USB2 recommended).
- Prerequisite:** T206, T283 or T284, and T354, or demonstrated proof of the equivalent skills. (To bypass the T354 requirement, students must show a portfolio of TV graphics & animations.)
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Description: This hands-on production course provides the technical & aesthetics skills required to design & author DVDs. This is an advanced class. Students are expected to possess a strong, working knowledge of graphic design, video editing and animation. Students will analyze, critique and discuss the design of DVDs. They will propose, design and produce their own DVDs. Skills covered include: creating motion graphics, designing interactive menus, editing digital video, encoding, designing and testing navigation, scripting, and DVD production.

Structure: Weekly classes contain lecture and lab portions. Lectures are spent covering new material, reviewing projects and discussing techniques. During labs, students will critique projects, practice techniques, and work individually on tutorials and exercises.

Attendance: Attendance is mandatory and promptness at the start of class is required. You must be present to participate in the exercises and quizzes in order to receive credit for them. Points are deducted for missed labs and tardiness. **There are no makeup opportunities for missed quizzes or work due to absence or tardiness.** If you are sick or have some form of excused absence, call or e-mail your lab instructor **before** class. You will then be expected to make up missed work within one week.

There is an Indiana University Religious Holy Days/Holidays policy stating that instructors must reasonably accommodate students who want to observe religious holidays at times when academic requirements conflict with those observances. It is the student's responsibility to inform instructors of conflicts no later than the second week of the semester so that reasonable accommodations may be provided.

Course Requirements & Grading: Your grade will be based on your understanding of class material and your competence with skills demonstrated in lab. There are hands-on graded lab activities, exercises, production assignments, critiques, exams, and a final project, which total 500 points. Some assignments require an accompanying critique form. **Assignments must be turned in on time or not at all.** Unless you are given free time to do so, **students may not work on personal projects, instant message, or check e-mail during class instruction or work periods.**

Original Work: Your work should be original and of your own design. Unless instructed otherwise, your projects must be created from your own material and imagination. (No clip art!) It is also expected that you create new, original graphics for each assignment.

Computers, Procrastination & Murphy's Law: Late assignments will not be accepted. Please don't come to class without paperwork/homework due to *technical difficulties*. (My computer crashed, printer ran out of ink, out of CDs, etc.) Don't wait until the last minute to do your work. If you do, you will be rushed, your work will suffer and your computer will probably crash. Expect equipment to malfunction and hard drives to crash. ALWAYS make a redundant copy of your work. This applies to computer files and paperwork. Save your media periodically onto another drive to back it up. It is your responsibility to supply backup copies of critiques and other materials if needed.

Grading Criteria - 500 total points

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| 10 | Week 1 in-class work (Pre-test=4 pts, graphics=6 pts) |
| 15 | Homework: Video clip/screen snapshot & analysis (simple & complex) |
| 10 | Week 2 in-class work |
| 15 | Homework: Scanned artwork & 2 TV graphics (simple & complex) |
| 05 | Initial DVD Program Proposal |
| 10 | Week 3 in-class work |
| 15 | Homework: Promo, title & lower third graphic |
| 30 | Quiz # 1 (Covers weeks 1-3: Graphic design principles & DVD applications) |
| 10 | Week 4 in-class work |
| 20 | Homework: 15-second Animated Promo or Title |
| 10 | Week 5 in-class work (animated text) |
| 20 | Homework: 15-second Animated Promo or Title (with animated text) |
| 10 | Week 6 in-class work (motion masks & track mattes) |
| 30 | Quiz # 2 (Covers weeks 4-6) |
| 20 | Homework: Animated DVD Menu & Intro |
| 20 | Homework: DVD usability/interface oral & written report |
| 10 | FCP tutorial or alternate editing exercise (+ critique) |
| 10 | Week 8 in-class work (importing/exporting) |
| 10 | DVDSP tutorial (+ critique) |
| 10 | Week 9 in-class work (markers & tracks) |
| 30 | Quiz #3 (Covers weeks 7-9) |
| 10 | Week 10 in-class work (encoding) |
| 20 | DVD Final Project Revised Proposal and Script with Storyboards |
| 10 | Week 11 in-class work (Alternate track & story) |
| 10 | Week 12 in-class work (Layer Menu) |
| 10 | Layer menu homework |
| 10 | Week 13 in-class work (Motion menu & slideshow exercise) |
| 20 | Motion Menu |
| 10 | Week 14 in-class work (Internet Resource Exercise) |
| 30 | Quiz #4 (Covers weeks 10-13) |
| 50 | <u>Final Project & Critique</u> |
| 500 | <u>Total Points</u> |

The total points awarded will be resolved into a percentage of 100. The final grading criteria is: A+ = 98-100, A = 94-97, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80-83, C+ = 77-89, C = 74-76, C- = 70-73, D+ = 67-69, D = 64-66, D- = 60-63, F = below 60.

Schedule -----

WEEK 1 - INTRODUCTION to DVD DESIGN

Course Expectations. DVD applications. Aesthetic and technical requirements for DVDs.
Pre-test, Photoshop review & In-class Exercise #1

Homework: Order Sitter book. Video clip/screen capture and analysis.

WEEK 2 – REVIEW: GRAPHIC DESIGN FUNDAMENTALS

Graphic design. Working with images & keyable graphics
Photoshop In-class Exercise #2

Homework: Scanned artwork & two TV graphics

Readings: Sitter, chapter 3

WEEK 3 – DVD MENU GRAPHICS

Menu Graphics / Output for video / NTSC monitoring
DVD Menu graphic mock-up

Homework: Create promo, title and lower third key graphic

WEEK 4 – ANIMATION & COMPOSITING

Quiz #1 (Covers weeks 1-3)

Animating with Motion & Adobe After Effects

Motion/After Effects Tour & Tutorial. In-class Exercise #1

Homework: 15-second animated promo or title

WEEK 5 - TYPOGRAPHY

Generating vector-based typography with Motion & After Effects
Motion/After Effects In-class Exercise #2 (animated text)

Homework: Animated promo or title with moving text

WEEK 6 – MASKS & MATTES

Motion Masks & Track mattes

Motion/After Effects In-class Exercise #3

Homework: Work on DVD usability/design reports. Study for quiz.

Readings: Sitter: Chapters 1 (optional) & 2

WEEK 7 – DVD BUILDING BLOCKS

Students present DVD Design/Usability Reports

Quiz #2 (Covers weeks 4-6)

Homework: DVD Initial Proposal. Bring in DV footage for editing exercise.

WEEK 8 – EDITING

FCP video importing & exporting

Final Cut Pro 5 tour & tutorial (check out from production lab) or Alternate Editing Exercise

Homework: Complete FCP Tutorial or alternate exercise & one-page critique.

Readings: Sitter: chapters 7, 8 & 9

WEEK 9 – DVD STUDIO PRO TOUR
Overview of DVDs / Intro to DVD Studio Pro
FCP Tutorial due

Homework: Complete DVDSP tutorial & one-page critique.
Readings: Sitter, chapter 4, 5 & 6

SPRING BREAK

WEEK 10 – ENCODING
MPEG Encoding with Compressor
Turn in DVD SP tutorials & critiques
Quiz #3 (Covers weeks 8-10)

Homework: Work on DVD scripts. Bring in media for alternate track exercise
Readings: Sitter, chapter 10, 11 & 12

WEEK 11 – TRACKS, STORIES & ALTERNATE ANGLES
Present finished DVD Final Project script & storyboard
Story & alternate angle exercise

Homework: Create alternate angle
Readings: Sitter, chapters 13 & 14

WEEK 12 – LAYER MENUS
Menu editor, layered menus
Photoshop Layer Menus

Homework: Complete a layer menu. Bring in materials for a motion menu.
Readings: Sitter chapter 15, 16 & 18

WEEK 13 – MOTION MENUS
Motion menus & slideshows

Homework: Create motion menu & slideshow
Readings: Sitter chapter 19 & 20

WEEK 14 – FINISHING
Finishing & Output issues
Internet Resource Exercise

Homework: Study for quiz / work on final projects
Readings: 24 & 25

WEEK 15 - ADVANCED DVD TECHNIQUES
Scripts & subtitles
Quiz #4 (Covers weeks 11-14)
Work on final projects

WEEK 16 - FINAL PROJECT SHOWCASE
Date & time: assigned by the registrar (see schedule of classes)
Review & critique final projects