

California State University at Northridge

Department of Cinema-Television-Radio

Streaming Media CTVA 464 Fall 2009 semester

Tuesday-Thursday-Wednesday 07:00pm-09:45pm

Instructor: Ari Danesh, aridanesh@me.com

Room: Manzanita 285

Office Hours: By appointment only

CTVA Departmental Student Learning Objectives:

Employ pre-production, production, and post-production techniques for all electronic and digital media formats in both the studio and the field.

Conceptualize, produce, direct, edit, and distribute cinema projects for both entertainment and informational purposes.

Learning Objectives:

- Understand what is a podcast
- Understand what is streaming media
- Understand video servers
- Understand Video formats for production, post production and distribution
- Learn to write a treatment & script for a podcast
- Learn basic shot composition
- Learn how to schedule a podcast
- Learn how to use lighting and audio equipment for streaming media
- Learn how to operate a HDV camera and SDV camera
- Learn to edit using Final Cut Pro
- Learn to composite elements with After Effects and Apple Motion
- Learn to use masks in After Effects
- Learn to color correct and touch up footage in After Effects
- Learn to create titles using Adobe After Effects
- Learn to create story boards & pitch for a podcast
- Learn to set-up and code for podcasting
- Learn to compress video for podcasts
- Learn to promote podcasts through video communities, blogs, and forums

Grading:

100-92% = A
90-91% = A-
89-88% = B+
87-82% = B
81-80% = B-
79-78% = C+
77-72% = C
71-70% = C-
69-60% = D

Definition of Grades:

A - To receive any form of letter grade of "A", all work will be exceptional. Exceptional work is work that is well thought-out and well developed. Time and consideration will given to ALL aspects of a projects from functionality to color or content to audience. An exceptional work means the developer went way beyond what was expected for the projects.

B - To receive the letter grade of "B", all work must be good. Good work is defined by a project that generally well thought out and developed but might be lacking a few refining points. The developer has gone above what is expected in the class but the project lacks in some of the details.

C - To receive the letter grade of "C", all expected work must be completed at an average level. Average work fulfills the requirements of the assignments but do not go beyond what is expected in all aspects of a project.

D - The work has not been fulfilled or has been fulfilled in a poor manner. This work has missing elements from the project or is very sloppy and not well developed.

Your grade for the semester will be based on the following breakdown:

20% Quizzes
20% Projects
20% MidTerm Exam
40% Final Project

Quizzes will be primarily on reading material and terms we learn in class. Please bring a scan-tron and Number 2 pencil for quizzes.

Participation

There is not a participation grade but for every 2 classes missed the student will be docked a half a grade. Students that are consistently late will also be marked down a half grade. Any test exercises given in class on a day where the student is absent becomes an automatic minus. If a student must miss because he/she is sick, then please call the number below and leave a message or talk to the professor. Any absences should be cleared before the day they occur.

Cell phones must be turned off in class.

Homework

Homework includes but is not limited to projects and practicing techniques learned in class. I would expect to spend about 6 hours a week outside of class working on the material. As it gets closer to the end of the semester, expect to spend longer in the lab in order to finish final projects.

Late Assignments:

A project will go down a letter grade for each day it is late.

Ex: A project that would receive an "A" on a Tuesday due date would receive a "B" if turned in on Wednesday, A "C" on Thursday, a "D" on Friday, and so on...

Plagiarism:

Plagiarism will not be tolerated. All text should be your own. For design purposes, you can always put in dummy text such as "hjdkysyrioeshfjskh hfios" in order to test sites. We have our ways of finding out if you have plagiarized! If we find writing has been plagiarized, you will be failed.

Please review the following in the 2008 Schedule of Classes and Catalog Supplement:

- Student Conduct Code
- Expulsion, Suspension and Probation of Students
- Classroom Misconduct
- Reporting Misconduct
- Student Consumer Information

In conjunction with examinations, projects and written assignments, it should be noted that severe penalties, including failure of the course and expulsion from the University, may result from any infraction of accepted academic rules of honesty. Among other things, it is understood that there shall be no sharing of information contained in any examination; there shall be no reference to any notes during any quiz or exam (unless otherwise announced). Plagiarism may result in the same penalties.

California State University, Northridge (2007, September). Why Cite? Avoid Plagiarism. Retrieved January 10, 2008 from http://library.csun.edu/Research_Assistance/plagiarism.html

Credits:

When you are compiling information, pictures, video, and audio links from the web, you must gain proper clearance from the rightful owners in order to use it on your site. You will be marked down for unauthorized use of materials by a half a grade for each picture, text, graph, video, audio, or any other materials from other sources.

Writing Lab:

The Learning Resource Center's Writing Center is available to all students (and it's free). The Center helps students with academic, professional and personal writing. You should make an appointment a week in advance. Call 818-677-2033 or stop by Bayramian Hall 408 (formerly Student Services Building) for more information.

<http://www.csun.edu/LRC>

Students with Disabilities:

Students with disabilities must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684.

Counseling Services:

CSUN offers a wide variety of personal counseling services to all students. All services are free and all information is private and confidential. If you need any type of counseling, check out their website <http://www.csun.edu/counseling/services> .

University Counseling Services is located in Bayramian Hall, room 520. Phone 818-677-2366

Schedule:

8/25: Intro to Class & Syllabus; What is Podcasting

Reading: Chapter 1 & 2

Homework: Bring two examples of Podcasts you like to class (URL)

8/27: Celtx Demonstration

Assignment: Write 3 story ideas for Podcast segment

9/1: Budgeting, Scheduling, locations, casting, props

Reading: Chapter 3

9/3: Creating a photo story (bring a digital camera)

Storyboards & pitches, Copyrights, music rights

Quiz #1: Chapter 1- 3

Project: Photo story: Tell a story in 16 - 20 frames

Ideas due

Reading: Chapter 4

9/8: Lighting and Camera Demonstration 4

9/10: Audio Demo

9/15: Basic editing in Final Cut Pro using still images

How to cut together images, transitions, placing soundtrack, creating simple text.

Photos due

In-class assignment: Edit photos in Final Cut Pro

Reading: Chapter 5

Assignment: Create first draft storyboards in Final Cut Pro

9/17: In class lab time
Quiz #2: Chapters 4 - 5
Reading: Chapter 6

9/22: **First Project Due**

9/24:

Edited storyboard Project Due
Reading: Chapter 7
Project: Logo, lower thirds template and other art for Podcast

9/29: Audio editing
Project: Shoot Commercial

10/1: Post-production: After Effects: Titling, credits, subtitles, basic animation
Logo and art due

10/3: Post Production: Compositing, Masks
Quiz #3: Chapter 6 & 7
Project: Create final storyboards & pitches

10/5: Post Production: Color Correction
Midterm Exam (Camera Operation, Editing Concepts, Lighting Concepts, FCP, Motion, and After Effects Concepts)

10/10: Compressing for Podcast & other formats
Post Production: Color Correction
Reading: Chapter 8 & 9

10/12: Compressing for Podcast & other formats
Reading: Chapter 10 & 11

10/17: Compressing for Podcast & other formats

Quiz #4: Chapter 8 - 11

10/19: Storyboards and pitches due

Assignment: create schedule

10/24: Promotion: Blogs & Video Communities

10/26: Promotion: Blogs & Video Communities
Schedules due.

11/3: Shoot Projects

11/5: Shoot Projects

11/10: Shoot Projects - Episode1 Published

11/12: Veteran's Day (No Class)

11/17: Shoot Projects - Episode 2 Published

11/19: Shoot Projects

11/24:Shoot Projects - Episode 3 Published

11/26: Shoot Projects

12/1:Shoot Projects - Episode 4 Published

12/3: Shoot Projects

12/8: Shoot Projects - Episode 5 published

12/10: Present Projects

Assignment: Group assessment due on 12/14 after classes end

Required book:

Producing Video Podcasts by Richard Harrington & Mark Weiser

Required Disks/Drives:

8GB thumb drive, if possible external hard drive

Contact Info:

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