SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

SAULT
COLLEGE

COURSE OUTLINE

COURSE TITLE: Introduction to Video Photography

CODE NO. :   PHT400   **SEMESTER:**   4

PROGRAM: Digital Photography and Imaging

AUTHOR: Mik Patton

DATE: Jan 2013   **PREVIOUS OUTLINE DATED:**   Jan./12

APPROVED: "Colin Kirkwood"   Feb./13

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                          DEAN   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S):   PHT300

HOURS/WEEK: 4

Intro to Video Photography   PHT400

I.   COURSE DESCRIPTION:

This Introduction to Video Production Class will train the student to produce their own successful video compositions out of varying sources, including dslr video files, musical files, written text, voiceover, etc.

With satisfactory completion of this class, the student will be well-poised to produce their own videos that incorporate music, voiceover and written text to produce videos clients will enjoy.

This course also seeks to get the student out and shooting video as quickly and continuously as possible. The student is expected to produce work in a steady and timely fashion to keep up with the work of the class. Additionally, if the student has their own private video work they are producing outside of the class, we will find time to critique it as a class should the student wish.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Cut, edit and manipulate video on a number of different platforms, including Premiere Elements.**

    Potential Elements of the Performance:

    - the ability to use any video editing suite available, with little retraining.

2. **Finish and distribute video in a format that meets the needs of the client;**

    Potential Elements of the Performance:

    - Being able to properly interact with potential clients, and understand the need vs want for each client.

3. **Critically evaluate the effectiveness of Video in written and verbal format;**

    Potential Elements of the Performance:

    -During in class critiques, the students will participate in discussing not only their own videos, but those of other students.

4. **Compose textual elements for varying video production assignments**

    Potential Elements of the Performance:

Intro to Video Photography   PHT400

- Proper use of words and text in video

5. **Introduction to shooting techniques; filters, lighting, colour, temperatures**.

Potential Elements of the Performance:

-Learning what tools professional video makers use to convey mood, and a voice for their films.

6. **Communication**

Potential Elements of the Performance:

-Communicate clearly, concisely, and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.

-Respond to written, spoken, or visual messages in a manner that ensures effective communication

-Use of different finishing styles to effectively communicate a mood, concept or feel of a composition.

7. **Critical thinking & problem solving**

Potential Elements of the Performance:

-apply a systematic approach to solve problems

8. **Innovative thinking**

Potential Elements of the Performance:
use a variety of thinking skills to anticipate and solve problems

9. **Information management**

Potential Elements of the Performance:

-locate, select, organize, and document information using appropriate technology and information systems. Analyse, evaluate, and apply relevant information from a variety of sources

10. **Inter-personal**
Potential Elements of the Performance:

Intro to Video Photography   PHT400

-show respect for the diverse opinions, values, belief systems, and
contributions of others

11. **Personal**

Potential Elements of the Performance:

-manage the use of time and other resources to complete projects

III.   TOPICS:
1. Introduction to your Camera
2. Resolutions, Frame Rate and what they mean
3. Colour Balancing
4. Audio Capturing
5. Workflow
6. Managing your Files
7. Lighting
8. Framing
9. Creating moods
10. Advanced Filming Techniques
11. Cutting your Film
12. Dialogue
13. Managing your Time, Resources and your talent.
14. Review

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use their Cameras, and have a portable hard
drive with sufficient space to store their footage. (Minimum 500 Gb)

V.   EVALUATION PROCESS/GRADING SYSTEM:
All assignments = 100% of the grade.
Students must complete all assignments to achieve credit for the course.

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00

Intro to Video Photography   PHT400

F (Fail)	Below 50%	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject area.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see *Policies & Procedures Manual - Deferred Grades and Make-up*).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.	

Intro to Video Photography   PHT400

VI. SPECIAL NOTES:

<u>Deductions – Lates and fails</u>

Lates:
An assignment is considered late if it is not submitted at the time and date specified by the instructor.
A late assignment will be penalized by a 10% deduction for each week that it is late. The total late penalty will be deducted from the final grade. Eg: 3 weeks late = 30% deduction from final grade.
Maximum grade for a late assignment is "C".
A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

Fail:
A fail grade (F) is assessed to an assignment, which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely redone or corrected according to the instructor's specific instructions and resubmitted within one week.

Maximum grade for a failed assignment is "C".

Resubmission Policy:
Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation

- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the Lates and Fails section in this outline.

- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.

- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.

- Resubmitted assignments must identify the project and class, and be clearly

Intro to Video Photography   PHT400

marked "RESUBMISSON" when submitted.

It must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.

- When comparing the original submission grade the student will receive benefit of the higher grade.

VII.   COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.