

**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:** Frank Salituri  
**DATE:** Jan 2015 **PREVIOUS OUTLINE DATED:** Jan./13  
**APPROVED:** "Colin Kirkwood" Jan/15

---

**DEAN** **DATE**

**TOTAL CREDITS:** 4  
**PREREQUISITE(S):** PHT300  
**HOURS/WEEK:** 3

**Copyright ©2014 The Sault College of Applied Arts & Technology**  
*Reproduction of this document by any means, in whole or in part, without prior written permission of Sault College of Applied Arts & Technology is prohibited.*  
*For additional information, please contact Colin Kirkwood, Dean,  
Environment, Technology and Business  
(705)759-2554, Ext. 2688*

**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.

**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:

- 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 fulfills 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, and Innovative thinking**Potential Elements of the Performance:

- apply a systematic approach to solve problems
- 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 and personal**Potential Elements of the Performance:

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

**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.

An assignment that is missing or below a minimum standard of a D, is equivalent to course objectives not achieved which results in an "F" (fail) grade for the course.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
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
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 <i>Policies &amp; Procedures Manual - Deferred Grades and Make-up</i> ).	

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.
----	--

## VI. SPECIAL NOTES:

### Assignment submissions

- A project/assignment will be considered “submitted” only if it meets all the requirements specified in the project outline, which is to be made available to students when the project is assigned
- All class assignments/projects will be submitted through a pre-determined LMS dropbox, specific to the project and class in question. All submissions are thereby time-stamped by the school's system clock upon upload

### Assignment late policy:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

Late assignments will receive a 10% per day mark deduction from the total mark.

Ex.	Project submitted late on due date:	10% penalty
	Project submitted 1 day after due date:	20% penalty
	Project submitted 2 days after due date:	30% penalty

### 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.

Upon achieving a Fail (F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is “C” (65%)

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

### Resubmission Policy:

Any assignment completed during this course may be submitted for re-evaluation if the student meets the following criteria:

- 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 marked "RESUBMISSION" 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.

### **Tests/Quizzes**

- All tests/quizzes will be taken in class at a predetermined time
- There will be no retake opportunities for in class tests and quizzes

### **Professionalism Grade**

Attendance, punctuality and attitude are key determinants of success in any work environment. As such, this course's marking scheme includes a "Professionalism" mark, which takes all these factors into consideration in a combined grade item.

This grade is determined by the following factors:

1. **Attendance:** Class attendance is taken at the beginning of each class. Students are given ONE "free" class absence, after which each class missed will result in a 10% deduction from the Professionalism mark. If the student has a legitimate reason for being absent, they will not be penalized. These include:
  - Out-of-class related work, which has been agreed upon ahead of time with the instructor (such as work placements). Note: this does not include work that is being completed for this or any other class.
  - Illness, which can be legitimately accounted for (such as a medical professional's note).
  - Family/personal crisis, which can be legitimately accounted for.

2. **Lates:** Tardiness will be noted and will affect the final grade. This includes not only late arrivals to class, but also failure to return from designated breaks on time, and leaving class before teaching is complete. Any two of these will be counted as equivalent to one absence (see above). Ex. 2 lates = 10% deduction from Professionalism mark.
3. **Distractions:** If a student's actions distract the class or impede other student's ability to concentrate on the lesson in any way, it will be noted and will negatively affect the offending student's Professionalism mark.
4. **Inattentiveness:** Class time is intended for the student to listen to and/or participate in the lesson and other related class activities. If a student fails to make the effort to participate as such, it will be noted and will negatively affect their Professionalism mark. Examples of inattentiveness include (but are not limited to): Using the class or personal computers, or mobile electronic devices for other-than-class activities (such as social media, games, etc.), and doing work for other classes.

#### VI. SPECIAL NOTES:

##### Homework:

This is a four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one hour homework be done each week.

##### Course Expectations:

Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence

##### Reclaiming and Retaining Past Assignments

For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.

It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded.

#### VII. COURSE OUTLINE ADDENDUM :

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