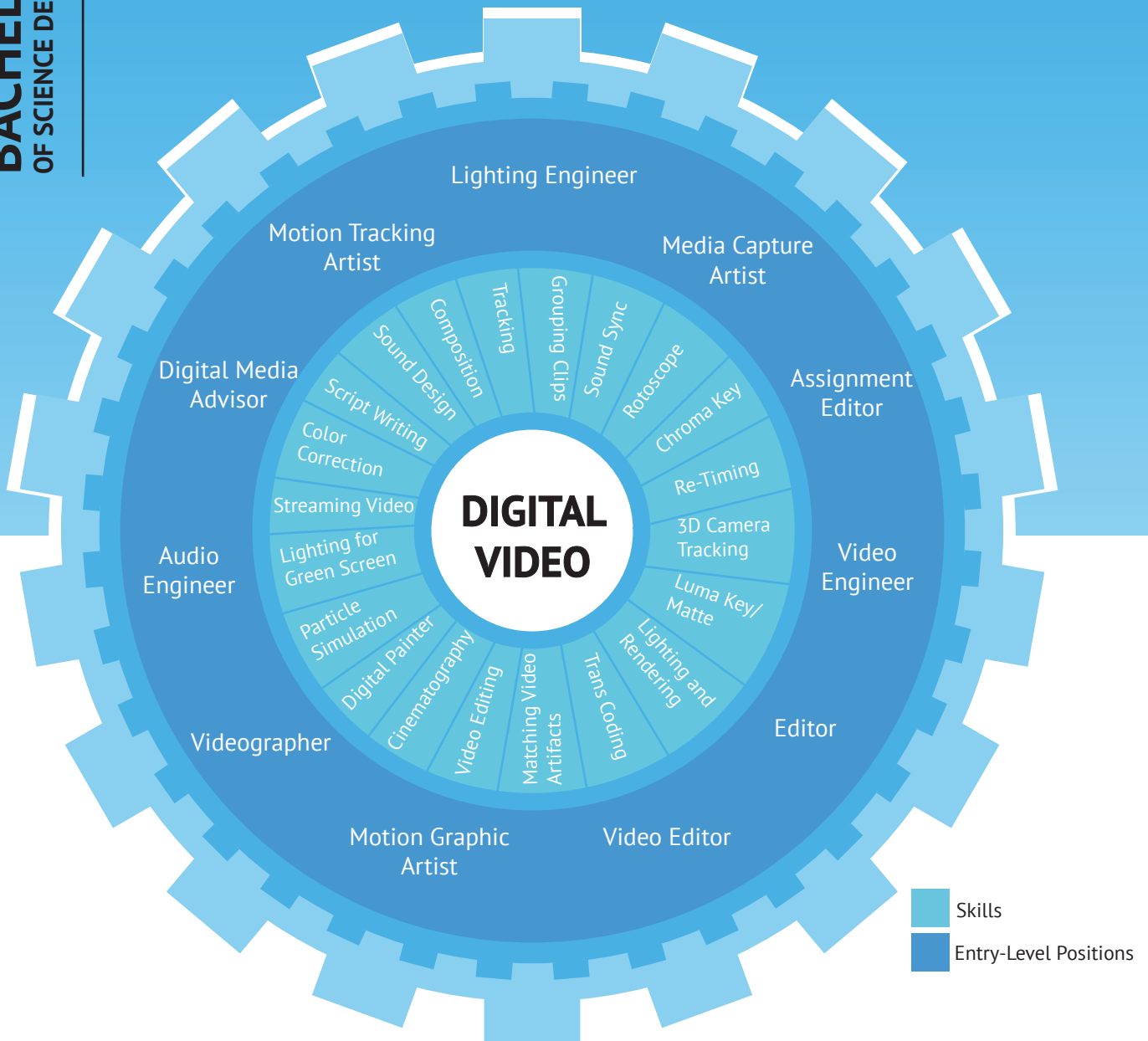# DIGITAL VIDEO PRODUCTION

The Bachelor of Science Degree: Media Arts (emphasis in Digital Video Production) will introduce a wide range of pre-production, production, post-production, special effects and sound design techniques. Students will become proficient in industry standard programs for editing, compositing, motion graphics, and sound design and engineering.

Entry-Level Positions:
- Lighting Engineer
- Motion Tracking Artist
- Media Capture Artist
- Digital Media Advisor
- Assignment Editor
- Audio Engineer
- Video Engineer
- Videographer
- Editor
- Motion Graphic Artist
- Video Editor

Skills:
- Sound Design
- Composition
- Tracking
- Grouping Clips
- Sound Sync
- Rotoscope
- Script Writing
- Chroma Key
- Color Correction
- Re-Timing
- Streaming Video
- 3D Camera Tracking
- Lighting for Green Screen
- Luma Key/Matte
- Particle Simulation
- Lighting and Rendering
- Digital Painter
- Cinematography
- Video Editing
- Matching Video Artifacts
- Trans Coding

DIGITAL VIDEO

Skills

Entry-Level Positions

Jobs listed are possible positions and not a guarantee of employment.

1-3 YEARS OF EXPERIENCE

Jr. Video Compositor
Rotoscope Artist
Nuke Compositor
Jr. Production Manager
Jr. Pre-Vis Digital Story Board Artist
Visual Effects Artist

5+ YEARS OF EXPERIENCE

Senior VFX Artist
Producer
Director
Lead Compositor
Technical Director
Sound Mixer

PLATT COLLEGE
DIGITAL ■ MEDIA ■ DESIGN

B.S. IN MEDIA ARTS: DIGITAL VIDEO PRODUCTION CURRICULUM

TERM 4

IA104 Introduction to 3D
(4.5 semester credit hours/100 clock hours)
Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya®. Students will learn and practice the fundamental methods of modeling, texturing, and animation. Polygon Modeling, UV Texture Mapping, Mental Ray Rendering, and Turntable Animation.

IV104 Introduction to Digital Video Production
(4.5 semester credit hours/100 clock hours)
Introduction to Digital Video Production (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, audio). Professional film and video analyses, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced.

IW104 Fundamentals of Web Design
(4.5 semester credit hours/100 clock hours)
Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

TERM 5

DC300 Digital Compositing & Motion Graphics
(5.00 semester credit hours/100 clock hours)
Digital Compositing and Motion Graphics (DC300), students will learn the tools to create video effects. Explores the world of digital compositing and motion graphics from identifying the needs for production and Pre-producing VFX shots.

The students will be introduced to basic compositing techniques and motion graphics. The course will offer an understanding of pre-production for After Effects to set up the best shot for effects, Green Screen, CG lighting, key-framing, creating alpha mattes, animating text and geo elements, 3d camera tracking and creating augmented reality, syncing to audio and exporting movies for web or cinema.

DS300 Sound Design and Engineering
(5.00 semester credit hours/100 clock hours)
Sound Design and Engineering (DS300) explains the role of audio in visual media and explores the production of sound for picture using Pro Tools. Students will learn fundamental technical and artistic processes involved in creating effective audio for picture, and will achieve a basic level of proficiency using Pro Tools as an audio production platform. No prior audio experience is required.

DW300 Script Writing
(5.00 semester credit hours/100 clock hours)
Script Writing (DW300) will introduce the elements of both short-form and feature-length screenwriting, focusing specifically on screenplay structure, short and feature film analysis, genre analysis, and screenwriting style. The emphasis is on students' original idea generation and writing. Each student will be required to produce two five- to ten-page scripts for short films.

TERM 6

DAC400 Adv Digital Compositing & Motion Graphics
(5.00 semester credit hours/100 clock hours)
Advanced Digital Compositing and Motion Graphics (DAC400) This class demonstrate how to solve creative, complex, industry-level compositing problems, such as multiple effects, pre-comp/ nesting, optimizing performance, masking/ roto-scoping, and rendering, using industry standard programs Nuke and AfterEffects. Students will leave with skills ranging from digital painting, clean plating, match moving, multi channeling compositing from 3D programs, color correcting, motion tracking to understanding concepts as alpha channels, key framing, modifying in the Graph Editor and Dope Sheet.

DAP400A Digital Video Production
(5.00 semester credit hours/100 clock hours)
Digital Production (DP300) covers the production process, including pre-production, production and post-production. Much of the emphasis will be on learning the production tools. Students will gain hands on experience in the use of different types of cameras, lenses, lighting and sound recording equipment. Students will also learn techniques in planning and preparing for the production process. In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

DAP400B Advanced Digital Video Production
(5.00 semester credit hours/100 clock hours)
Advanced Digital Production (DAP300) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high quality short film. It is a goal of the course that this film be used as a central portfolio piece.

Students will explore the following roles: director, editor, producer, cinematographer, writer, compositor, and sound-specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution.

PP200 Portfolio Project
(4.5 semester credit hours/100 clock hours)
No transfer credit accepted for this course.
As an outcome of the Portfolio Project (PP200) students will create a digital portfolio (demo reel and web page) to demonstrate the skills and knowledge they have acquired in their specialized program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

GENERAL EDUCATION

FIL201	Film and Society
MUS201	Enjoyment of Music
ENV201	Environmental Science
MAT204	Business Math
LIT201	Topics and Figures in Literature
HUM203	History of Graphic Design
ENG202	Digital Media Writing
ENG204A	Marketing & Business Com.
ART202	Fundamentals of Illustration