# Art 105 ~ Advanced Digital Video

**Department of Art & Art History**  
**San José State University Fall 2015**

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>G. Craig Hobbs</th>
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<tbody>
<tr>
<td>Class Days/Time:</td>
<td>Tuesday/ Thursday 12:00pm – 2:50pm</td>
</tr>
<tr>
<td>Classroom:</td>
<td>Art 237</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:gcraig.hobbs@sjsu.edu">gcraig.hobbs@sjsu.edu</a></td>
</tr>
<tr>
<td>Office Location:</td>
<td>Art 319</td>
</tr>
<tr>
<td>Office Phone:</td>
<td>924-4401</td>
</tr>
<tr>
<td>Office Hours:</td>
<td>Wednesdays 12:30pm – 2:30pm</td>
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**Description**
As a time-based medium, digital video is a technically sophisticated and powerfully expressive medium. YouTube has thrown open the doors of database-driven social video, while developments in large-scale video projection mapping and mobile technology are transforming our world. Yet the vast visual landscape, rich storytelling capabilities and immersive capacities of the medium can be elusive, requiring time and dedicated focus.

Advanced Digital Video is a series of workshop intensives focused on the technical, aesthetic, and creative uses of digital video as an artistic medium. The course addresses the use of video expressively across art, film/ cinema, and the Internet, while teaching advanced production technique. Workshop intensives address best practices and industry-standard software for editing and motion graphics while opening doors to richer and deeper narrative, non-narrative, architectural, live and installation uses of digital video.

**Prerequisite:** ART 75 or permission of instructor is required.

**Student Learning Objectives**
Upon completion of this course, students will be fully enabled to:

<table>
<thead>
<tr>
<th>LO1</th>
<th>Discuss in creative, aesthetic, and technical terms the medium of digital video</th>
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<tbody>
<tr>
<td>LO2</td>
<td>Create storyboards, write scripts and prepare production planning documents</td>
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<tr>
<td>LO3</td>
<td>Identify and transcode digital video using industry-standard codecs &amp; resolutions</td>
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<tr>
<td>LO4</td>
<td>Create high quality digital assets using rasterized, vector, and generative sources</td>
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<tr>
<td>LO5</td>
<td>Capture, generate and edit digital video using Adobe Premiere Pro</td>
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<tr>
<td>LO6</td>
<td>Produce layered motion graphic compositions using Adobe After Effects</td>
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<tr>
<td>LO7</td>
<td>Build video mapping projects using physical objects in 3D space</td>
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<tr>
<td>LO8</td>
<td>Screen and/ or exhibit completed final projects</td>
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Advanced Digital Video, Art 105, G. Hobbs/ Fall 2015  
v1.0
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Course texts
Adobe software documentation serves as the primary technical text of this course. Additionally, essays relating to the medium of film and cinema, digital art and culture, include assigned and required readings are listed in the course schedule. Additionally, web-based links to software, artworks and technical resources will be provided weekly.

Course Website/ Canvas CMS
Copies of course materials - the syllabus, readings and course updates - are available via the SJSU Canvas course management system (CMS) https://sjsu.instructure.com/

All assignments must be submitted via the Canvas CMS only. All written paper papers must be submitted in PDF format only. All video clips must be submitted via Canvas as a YouTube link only. Canvas will also be used for periodic announcements and any changes to the course schedule. Please make sure your Canvas contact works by viewing the syllabus announcement during the first day of class.

Classroom Protocol
The course schedule provides dates, topics, and assignments due on the day they are listed in the schedule, unless otherwise noted. As a workshop course, attendance and participation is required. You are expected to attend class and will be required to participate in technical tutorials, software practice, and group activities. The coursework is cumulative and requires a commitment to practice to expand upon learned skills.

Software and Lab Time
Your ability to advance in the medium of digital video is directly linked to the amount of time you commit to learning software, creating and troubleshooting projects, viewing and experimentation. Camera operation, lighting technique, editing, motion graphics, sound and programming require dedicated time and study to master. You are expected to work independently, on your own time, and in the classroom lab environment with others.

Art and Art History Library Liaison
Our Art and Art History library liaison is Rebecca Kohn, an excellent resource for academic and creative research. You can contact Rebecca by phone at (408) 808-2007 or via email at rebecca.kohn@sjsu.edu Art and Art History Library Resources are available online at: libguides.sjsu.edu/Art
Assignments and Grading Policy
Assignment prompts will be provided via the Canvas CMS. All submission requirements are defined in the assignment prompt. See course schedule for complete topics and dates.

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment*</th>
<th>% pts</th>
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<tbody>
<tr>
<td>08/25</td>
<td>Link Assignment via YouTube</td>
<td>10%</td>
</tr>
<tr>
<td>09/17</td>
<td>Script/Storyboard Assignment</td>
<td>10%</td>
</tr>
<tr>
<td>09/29</td>
<td>Editing Workshop Assignment</td>
<td>10%</td>
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<tr>
<td>10/15</td>
<td>Compositing Workshop Assignment</td>
<td>10%</td>
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<tr>
<td>10/20</td>
<td>2-page paper on Reading Assignment</td>
<td>10%</td>
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<tr>
<td>11/03</td>
<td>VJ/ Mapping Workshop Assignment</td>
<td>10%</td>
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<tr>
<td>11/10</td>
<td>Final Project Proposal Assignment</td>
<td>10%</td>
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<tr>
<td>12/03</td>
<td>Final Project Screening/ Exhibition + 3-page paper</td>
<td>30%</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td>100%</td>
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* All assignments must be submitted via Canvas on the due date above. Assignment due dates are also listed in the course schedule with a weekly breakdown of topics.

Grading Policy/ Rubric
A = 100 - 90% ~ Excellent = Student exhibits exemplary effort at comprehension and application of the required materials. All creative and programming work is engaging.

B = 89 - 80% ~ Average = Student completes assignments, and demonstrates a grasp of key programming and creative concepts. Student participates actively in the classroom.

C = 79 - 70% ~ Below Average = Student completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. The work lacks creative and aesthetic effort. The work is underdeveloped, incomplete or broken.

D = 69 - 60% ~ Unsatisfactory = Student does not complete the work as assigned. Substantial problems exist in student's work.

F = < 60% ~ Fail = Student does not submit work, or work is below unsatisfactory level.

Late Work Policy
Work is considered late if posted after the due date/time. The default time for submission of work is the beginning of class, unless specified otherwise in the schedule. For each day the work is late (marked each 24 hours by the day and time of original deadline), the work decreases by half a grade (a B+ goes to B-, a B- to a C+, etc.).
# Art 105 Course Schedule

## Fall 2015

**Note:** Assignments are due on the day listed in the schedule, unless otherwise noted. If you have any questions, contact the professor **well in advance of the due date.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Assignments, Deadlines</th>
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<tbody>
<tr>
<td>1</td>
<td>08/20</td>
<td><strong>Introductions, course intro, lab protocol/ access, Q&amp;A</strong></td>
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</table>
| 2    | 08/25 | **Digital video as aesthetic medium**  
Introduction to technique, aesthetics, software and examples  
**Assignment due =** Create a YouTube account and provide one link to a video, film, or video-based art project which you consider creatively and technically exceptional, and be prepared to explain why in class.  
| 08/27 | **Digital video as technical medium**  
Resolution, encoding, aspect ratio, frame rates, scaling, compression |
| 3    | 09/01 | **Image acquisition and organization**  
Rasterized, vector graphics and generative sources  
| 09/03 | **Image acquisition and organization**  
Cameras,  |
| 4    | 09/08 | **Introduction to Celtx/ Cinematography Collaborative Workshop**  
Teams form and acquire video content using HDSLR cameras  
| 09/10 | **Scripting and storyboarding**  
Celtx software demo and storyboarding techniques  |
| 5    | 09/15 | **Production planning and development**  
From concept to content, brass tacks to silver linings  
| 09/17 | **Editing techniques and processes**  
Introduction to Adobe Premiere Pro  
Projects, assets, timeline, resolution, codecs, conform, source graphics  
**Assignment due =** 3-page Celtx script and sketch storyboards  |
| 6    | 09/22 | **Editing workshop I ~ Adobe Premiere Pro**  
Non-linear editing, sound, compositing and effects  
| 09/24 | **Editing workshop II ~ Adobe Premiere Pro**  
Project management, rendering and final output/ compression  |
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| 7    | 09/29 | Editing workshop screening  
Group critique of final editing assignments  
Assignment due = 3 minute Premier Pro edit |
|      | 10/01 | Compositing techniques and processes  
Motion graphics in Adobe After Effects CS6/ CC  
(Compositions, transformations, layering and key frames) |
| 8    | 10/06 | Compositing techniques and processes  
Motion graphics in Adobe After Effects CS6/ CC  
(Track mattes, blending modes, parenting and motion tracking) |
|      | 10/08 | Compositing workshop I  
Motion graphics in Adobe After Effects CS6/ CC |
|      | 10/13 | Compositing workshop II  
Motion graphics in Adobe After Effects CS6/ CC |
|      | 10/15 | Compositing workshop III  
Group critique of final compositing assignments  
Assignment due = 60 second After Effects composition |
| 10   | 10/20 | Links list review and DMA Thesis show gallery visits  
Assignment due = 2-page double spaced paper on Rosa Menkman  
Glitch Studies Manifesto |
|      | 10/22 | Real-time video techniques and processes IV  
Real-time video in VDMX, vvvv, Module8, and Resolume |
| 11   | 10/27 | Video projection and mapping workshop  
Large-scale architectural projection and video mapping |
|      | 10/29 | Video Mapping/ Projection Design Workshop  
Projection mapping/ design workshop and concept development |
| 12   | 11/03 | Project planning, development and refinement  
Final project proposal assignment given in class, Q&A  
Assignment due = Video mapping production design concept/ viewing |
|      | 11/05 | No Class/ Art Graduate ATC in MLK Library  
Complete final project proposals due 11/10  
Attend Graduate ATC in MLK Library |
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| 13   | 11/10  | **Final project: Production Phase 1**  
Production workshop intensive ~ > chroma key  
**Assignment due = Proposals for final projects** must include a script/storyboard or installation concept design, 4 week production timeline, and technical specifications (see Canvas assignment for more details) |
| 11/12| 11/12  | **Final project: Production Phase 2**  
Production workshop intensive ~ > audio and color grading |
| 14   | 11/17  | **Final project: Post-Production Phase 3**  
Post-production workshop intensive ~ > output and upload methods |
| 14   | 11/19  | **Online distribution, festivals and exhibitions**  
Building a future for your installations, channels and artworks |
| 15   | 11/24  | **Links List/ Viewing Session**  
Final links list and cinema screening intensive |
| 15   | 11/26  | **Thanksgiving Holiday/ No Class**  
Complete final projects for presentation |
| 16   | 12/01  | **Final project critique I**  
Final project critiques – Group I |
| 12/03|       | **Final project critique II**  
Final project critiques – Group II  
**Assignment due = Final Project Screening/ Exhibition + 3-page paper** |
| 12/08|       | **Group screening/ exhibition** |
| Final Exam | 12/18 | **Final Exam**  
Friday, December 11th  
9:45am - Noon  

**Note:** This schedule is subject to change. You will be notified of any changes in a timely manner. Any changes will not affect your ability to complete the assigned coursework.
University Policies

**Dropping and Adding**
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/.

The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes. Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

**Academic integrity**
Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University’s Academic Integrity Policy S07-2, located at http://www.sjsu.edu/senate/docs/S07-2.pdf, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Integrity Policy S07-2 requires approval of instructors.

**Campus Policy in Compliance with the American Disabilities Act**
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University’s continued advocacy and commitment to increasing accessibility and inclusivity on campus.
Student Technology Resources
Computer labs for student use are available in the Academic Success Center at http://www.at.sjsu.edu/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections
The Learning Assistance Resource Center (LARC) and the Peer Mentor Program have merged to become Peer Connections. Peer Connections is the new campus-wide resource for mentoring and tutoring. Students are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals. In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC). Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

SJSU Writing Center
The SJSU Writing Center is located in Suite 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center staff can be found at http://www.sjsu.edu/writingcenter/about/staff/.