

Art 105 ~ Advanced Digital Video

Department of Art & Art History
San José State University
Spring 2020

Instructor:	G. Craig Hobbs
Class Days/Time:	Tuesday/ Thursday 12:00pm – 2:50pm
Classroom:	Art 241
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Office Location:	Art 319
Office Phone:	408-924-4401 (email is preferred contact)
Office Hours:	Thursdays 10am – Noon
Department Office Location:	Art 116
Department Website/ Email:	http://www.sjsu.edu/art/ art@sjsu.edu

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 platforms 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 study.

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, animated, live and art installation uses of digital video.

Prerequisite: ART 74 + 75, or permission of instructor is required

Student Learning Objectives	
Upon completion of this course, students will be able to:	
LO1	Discuss in creative, aesthetic, and technical terms the medium of digital video
LO2	Create storyboards and prepare production planning documents
LO3	Identify and transcode digital video using industry-standard codecs & resolutions
LO4	Create high quality digital assets using rasterized, vector, and generative sources
LO5	Capture, generate and edit digital video using Adobe Premiere Pro/ CC
LO6	Produce complex motion graphic compositions using Adobe After Effects/ CC
LO7	Build video mapping projects using physical objects in 3D space
LO8	Screen and/ or exhibit completed final projects

Course Website/ Canvas Course Management System

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

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 will be provided. Links to software, artworks and online technical resources will also be provided throughout the semester via Canvas.

Adobe Creative Cloud Licensing

San José State provides students, faculty, staff and administrators with free Adobe software for both their campus computers and their home computers. The software may only be used for SJSU-related activities and may not be used for commercial purposes.

Faculty are *not* responsible for downloading, troubleshooting of network issues, or licensing agreements between academic end users and Adobe/ SJSU. If you encounter problems downloading or installing Adobe software, you can obtain assistance from SJSU's Information Technology Services (ITS) <http://its.sjsu.edu>

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, class participation is required. The coursework is cumulative and requires a commitment to practice to expand upon learned skills. Your ability to advance in the medium is directly linked to the amount of time you commit to learning software, creating content, troubleshooting projects, and in-class viewing and experimentation. You are expected to create work independently, on your own time, and in the classroom lab environment with others.

Laptop computers are allowed in class for coursework only. If laptop use becomes a distraction to the course curriculum, laptop use will be limited and/ or prohibited.

Cellular phones and tablets are not allowed to be used in the classroom during lecture.

Art and Art History Library Liaison

The Art and Art History library liaison is **Gareth Scott**, a resource for academic and creative research. You may contact Gareth via email at gareth.scott@sjsu.edu or via phone (408) 808-2094 at the Dr. Martin Luther King, Jr. Library/ 4th Floor

Department Advising

For information about majors and minors in Art & Art History, for a change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

Course Assignments

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.

Date	Assignment*	% pts
01/28	#1 Link Assignment via YouTube	5%
02/27	#2 Editing Workshop Assignment	10%
03/17	#3 Compositing Workshop Assignment	10%
03/31	#4 Final Project Proposal & Storyboards Assignment	10%
04/09	#5 Video Mapping Projection Design Assignment	10%
05/07 – 05/09	#6 Final Project Screening/ Exhibition	25%
05/13	#7 Final 2-page paper	10%
02/04 – 04/23	Quizzes and reading responses (4 x 5% each)	20%
TOTAL		100%
* All assignments must be submitted via Canvas no later than the due date above.		

Grading Policy/ Rubric

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

B = 89 - 80% ~ Average = Student completes assignments, and demonstrates a grasp of key creative and technical 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.)

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs Syllabus Information web page located here ~

<http://www.sjsu.edu/gup/syllabusinfo/>

Art 105 Course Schedule

Spring 2020

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

Week	Date	Topics, Assignments, Deadlines
1	01/23	Introductions, course intro, lab protocol/ access, Q&A
2	01/28	Digital video as aesthetic medium Introduction to technique, aesthetics, software and examples Assignment #1 due = Create a YouTube account and provide a 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.
	01/30	Digital video as technical medium Resolution, encoding, aspect ratio, frame rates, scaling, compression
3	02/04	Image acquisition and organization Adobe Premiere Pro, preferences, timelines, and import/ ingest
	02/06	Image acquisition and organization II + storyboarding Rasterized, vector graphics, generative sources and scaling anomalies
4	02/11	Cinematography Workshop 1 Effective content acquisition using HD/SLR cameras and lenses
	02/13	Cinematography Workshop 2 Students will form collaborative groups to gather video content
5	02/18	Editing techniques and processes Advanced Adobe Premiere Pro/ CC Projects, assets, codecs and conforming content to target resolutions
	02/20	Editing workshop 1 ~ Adobe Premiere Pro/ CC Non-linear editing, sound, compositing and effects
6	02/25	Editing workshop 2 ~ Adobe Premiere Pro/ CC Project management, rendering and final output/ compression
	02/27	Editing workshop screening Group critique of final editing assignments Assignment #2 due = 3 minute Premier Pro edit + timeline pix

Week	Date	Topics, Assignments, Deadlines
7	03/03	Compositing techniques and processes Motion graphics in Adobe After Effects/ CC (Compositions, transformations, layering and key frames)
	03/05	Compositing techniques and processes Motion graphics in Adobe After Effects/ CC (Track mattes, blending modes, parenting and motion tracking)
8	03/10	Compositing Workshop 1 Motion graphics in Adobe After Effects/ CC
	03/12	Compositing workshop 2 Motion graphics in Adobe After Effects/ CC
9	03/17	Group critique of final AE compositing assignments Assignment #3 due = 60 second After Effects composition + timeline
	03/19	Real-time video techniques and processes IV Real-time video in VDMX, Max/MSP and Resolume Final project proposal assignment given in class, Q&A
10	03/24 + 26	Spring Break Holiday ~ No Class!
11	03/31	Video Projection Mapping/ Design Workshop Large-scale architectural projection and video mapping Projection mapping/ design workshop and concept development Assignment #4 due = Proposals for final projects must include a script/ storyboard or installation design, 4-week production timeline, and technical specifications (see Canvas assignment for details)
	04/02	Video Mapping Workshop 1 Group video projection mapping projects
12	04/07	Final Project Proposal Review In-class review and feedback production planning and equipment allocation and planning for final projects.
	04/09	Video Mapping Workshop 2 Group video projection mapping projects Assignment #5 due = Video mapping production design concept and 60 second animation prototype

Week	Date	Topics, Assignments, Deadlines
13	04/14	Final project: Production Phase 1 Production workshop intensives
	04/16	Final project: Production Phase 1 Production workshop intensives
14	04/21	Final project: Production Phase 2 Production workshop intensives
	04/23	Final project: Production Phase 2 Production workshop intensives
15	04/28	Final project: Post-Production Phase 3 Post-production workshop final
	04/30	Final project: Post-Production Phase 3 Post-production workshop final
16	05/05	Final project presentations and critique I Final project critiques – Group I Assignment #6 due = Final Project Screening/ Exhibition
	05/07	Final project presentations and critique II Final project critiques – Group II Assignment #6 due = Final Project Screening/ Exhibition
Final Exam	05/13	Final Exam Wednesday, May 13 th 9:45am – Noon Assignment #7 due = Final 2-page paper
<p><i>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.</i></p>		

SJSU University Policy S16-9

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”