MEDA 3317-001
Advanced Post Production
Spring 2020
Thursday 9:30AM ~ 12:00PM
BH 235

Instructor: Daewon Kim
Office: Bay Hall 222C
Office Hours: Mon Wed 10:00AM~12:00PM, Tue 12:00PM~2:00PM
Email: daewon.kim@tamucc.edu  Phone: 361-825-2502

Require Text Book
None

SPECIAL REQUIREMENTS:
-Work in the Editing Lab OUTSIDE of class time is required to be successful in this class!
-External Hard Drive (No USB 2.0, USB 3.0 or USB3.0 type-C)

CATALOGUE DESCRIPTION:
This course provides students with the technical craft and aesthetic skills required for editing film of all genres. During the course students will examine how meaning is created and shaped through the manipulation of sound and image, as well as engage in the creation of short scenes through editing, sound design and motion graphics.

PREREQUISITES:
MEDA 3315 Editing or Requires Instructor Approval

STUDENT LEARNING OUTCOMES:
- Create both narrative and non-fiction projects to effectively communicate a story
- Use color correction, FX and sound design to optimize a project’s aesthetics and story.
- Create motion graphics, moving text and basic animation for video projects.
STATEMENT ON INCLUSIVITY, DIVERSITY AND TOLERANCE:
The spirit of inclusivity, diversity and tolerance is central to the ethos of the Media Production emphasis. No student will be denied positions of leadership based on race, gender, sexual orientation or intellectual perspective. Students will be chosen for positions of leadership on media projects based on an observed track record of excellence with consideration given to their expressed areas of interest.

As a fine arts emphasis, freedom of expression is a central tenant of our program. Therefore, no idea constructively advanced within the dictated structure of the classroom will be suppressed. All forms of creative expression, formally advanced, will be subject to the rigorous criticism central to the foundations of the fine arts tradition.

As an emphasis grounded in exploring the human condition, difficult, challenging and controversial subject matter will be explored in the classroom. Our work as artists and critical thinkers challenges us to face such difficult material with the greatest respect for divergent perspectives and to judge the merits of such subject matter through rational and civil discourse. The Media Production emphasis is committed to intellectual freedom and an environment of engagement that allows all students to contribute to this discourse in a constructive environment that fosters our evolution as media artists and critical thinkers.

EVALUATION AND FEEDBACK IN MEDIA PRODUCTION COURSES:
The Media Production Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hear multiple perspectives during criticism, and participate in the critical analysis of peer work. Each student’s work will be screened in a group setting and feedback will be offered by the Professor and by peers. This formal critique represents the feedback students will receive on projects. Students are free to schedule a time during office hours to view projects again with the professor if they feel further discussion is needed. Final grade evaluation will be determined by the Professor on creative projects using the standard Media Production Rubric.

ALL ASSIGNMENTS MUST BE TURNED IN ON THE ASSIGNED DATE:
No late assignments will be accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (w/documentation). No incompletes will be given for this course.

ACADEMIC INTEGRITY/PLAGIARISM:
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in an F.

ATTENDANCE POLICY:
Strict attendance is required. There are no “excused” absences other than medical emergencies for which a physician’s care is required and that can be documented in writing or validated by the University Health Center. Such documentation or validation must be at the student’s initiative. All documentation must be submitted within one week (seven days) after you return to class.

After the second (2nd) unexcused absence (excluding documented, medical emergencies as just noted), the course grade will be reduced by 5 points (on a 100-point scale) for each absence. After the fifth (5th) unexcused absence, the student will be given a failing grade in the course. Tardiness or early departure from the class will be considered an absence unless the instructor has been informed and has approved, in writing, of mitigating circumstances.

Failure to attend class during the screening of your work will result in a zero on that assignment. This includes the final exam.

CLASSROOM/PROFESSIONAL BEHAVIOR:
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

DISABILITIES ACCOMMODATIONS
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816

ACADEMIC ADVISING:
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.
DROPPING A CLASS
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. **Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course.** Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

GRADE APPEALS
As stated in University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Web site at: [http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf](http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf).

GRADING:
5 Points - Participation
10 Points - Exercise 1: Editing Presentation
10 Points - Exercise 2: Narrative editing + Color correction
10 Points - Exercise 3: Making Storyboard 25 Panels
15 Points - Exercise 4: Animatic with Sound design
15 Points - Exercise 5: Visual Effect Presentation
15 Points - Exercise 6: Motion Graphic (Typography Animation)
20 Points - Exercise 7: Found footage editing with Visual Effects and sound design

GRADING SCALE:
100 – 90 = A
89.99 – 80 = B
79.99 – 70 = C
69.99 – 60 = D
59.99 – 0 = F
TOPICAL OUTLINE:

January 23rd --- Class Introduction, Review Syllabus, Project Management
  Folder organization on Computer and Project
  Timeline organization
  Understanding Video Format
  Intro Media Encoder
  Transcode footage
Assignment --- Exercise 1: Editing Presentation

January 30th --- Exercise 1 and Editing Skills
  Keyboard shortcuts for editing
  Timecode, Universal Count Leader, and Tail pop
  Syncing Double system footage
Due --- Exercise 1: Editing Presentation
Assignment --- Exercise 2: Narrative Editing + Color correction

February 6th --- Color Correction
  Set-up for Color Correction
  Masking, Tracking for Color Correction

February 13th --- Exercise 2 Screening Day + Storytelling
Due --- Exercise 2: Narrative Editing + Color correction
  Fundamental of Storytelling

February 20th --- Storyboard
  How to draw Storyboard
  Angle and Size of Images
  Camera Works, Depth the field, ETC
Assignment --- Exercise 3: Story pitching with Storyboard

February 27th --- Sound Design + Animatic Reel
  Sound formats
  Kind of sounds and spotting list
  Layering sounds and Sound mixing
  Creating Animatic Reel with Premiere Pro
  Camera Movements with image
Assignment --- Exercise 4: Animatic with Sound design

March 5th --- Exercise 3 Pitch Day with 25 panels
Due --- Exercise 3: Story pitching with Storyboard

March 12th
No Class – Spring Break

March 19th --- Exercise 4 Screening Day
Due --- Exercise 4: Animatic Reel with Sound Design
Assignment --- Exercise 5: Visual and Special Effect Presentation

March 26th --- Exercise 5 Presentation Day
Due --- Exercise 5: Visual and Special Effect Presentation

April 2nd --- After Effects 1
   Intro After Effects (Basic Interface)
   Masking, Keying
   Footages with Alpha Channel
Assignment --- Exercise 6: Motion Graphic

April 9th --- After Effects 2
   Text Movements for Animation
   Blending mode
   Puppet Animation

April 16th --- Exercise 6 Screening Day
Due --- Exercise 6: Motion Graphic
Assignment --- Exercise 7: Found footage editing with VFX and sound design

April 23th --- After Effects 3
   Compositing + Dynamic Link
   Working with Live Action Footages
   Tracking
   Working with sounds at AF

April 30th --- In- Class Lab and individual meeting

May 7th --- In- Class Lab and individual meeting

Final Exam: Class Screening of Exercise 7
Due --- Exercise 5: Found footage editing with Visual effects and sound design
(See university exam schedule for exam time)
Things to Get Involved In!

Like the Facebook Page: www.facebook.com/tamucc.mediatproduction/

South Texas Cinémathèque Screening Series
South Texas Cinémathèque, a collaborative screening series run by The Department of Communication and Media and the Art Museum of South Texas, is designed to broaden Media students’ exposure to independent film by bringing internationally recognized filmmakers to Corpus Christi, Texas for discussions, screenings and lectures. South Texas Cinémathèque’s past guests are recipients of some of the most prestigious awards given in independent film. The series gives students rare opportunities to interact with internationally recognized film artists while broadening their understanding of the filmmaking process.

Student Showcase
Each year the Production Track Student Showcase offers students an opportunity to screen their coursework to live audiences in a theatrical environment. Selective inclusion in the showcase provides students with networking opportunities and serves as a portfolio-building event.

Media Professional Program
The Media Professional Program gives Production Track Students diverse learning opportunities while working with active industry professionals on faculty led film projects. Students train with production experts in intensive shooting environments while serving in key crew positions such as Assistant Camera Operator, Production Sound Mixer, Script Supervisor, Assistant Director, Production Assistant and more.