

# FILM-1180: INTRODUCTION TO FILM AND MEDIA ARTS

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## Cuyahoga Community College

**Viewing: FILM-1180 : Introduction to Film and Media Arts**

**Board of Trustees:**

January 2020

**Academic Term:**

Fall 2020

**Subject Code**

FILM - Film and Media Arts

**Course Number:**

1180

**Title:**

Introduction to Film and Media Arts

**Catalog Description:**

Provides a technical foundation for further study and practice in film and media arts. Hands-on instruction with filmmaking equipment and editing applications, builds a foundation of skills needed for further study and practice. Analysis of examples of visual storytelling with regard to how lighting, color palette, picture composition, sound, performance, staging, editing and graphics work in concert to communicate theme. Learn methods for producing and maintaining desired image and sound quality in production and post-production. Introduces the three phases of a media production: pre-production, production, and post-production.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

None.

## Outcomes

**Course Outcome(s):**

Analyze existing films, trailers, music videos and other examples of visual storytelling and articulate how thematic devices (lighting, color, picture composition, sound, graphics, etc.) work to communicate the production's theme

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Explain the role of storyboards, shot lists, and scripts in media productions.
2. Articulate technical and aesthetic differences between cameras and acquisition formats.
3. Define basic digital cinema concepts and terminology.
4. Identify resources and organizations for further study of digital video and digital filmmaking.

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**Course Outcome(s):**

Produce and maintain quality image and sound throughout production and post production

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Output projects for web, interactive, theatrical, and mobile applications.
  2. Transfer media from a camera to a computer for editing.
  3. Define technical settings used in most common motion image formats.
  4. Perform basic sound recording tasks for incorporation into a motion media project.
  5. Prepare still images for use in a motion media project.
  6. Perform non-linear edits such as ripple, roll, slip, slide, and replace edits.
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**Course Outcome(s):**

Use lighting, color choices, editing, music, sound and typography/graphics to effectively communicate a production's theme or support a narrative

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Operate a camera using manual settings in order to control visual elements such as depth of field, focus and quality of motion, using iris, shutter speed, lens choice, and other factors.
  2. Use microphones and lighting instruments as necessary to achieve desired picture and sound quality.
  3. Adjust audio levels and monitor audio during recording and perform basic audio sweetening in post.
  4. Create basic composites using superimpositions, transitions, blend modes, and keying.
  6. Perform basic color correction and preparation for distribution.
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**Methods of Evaluation:**

1. Participation and Discussion
2. Assignments and Exercises
3. Written Assignments
4. Case Studies
5. Tests and Quizzes
6. Reel (the video/film equivalent to a portfolio)

**Course Content Outline:**

1. Introduction to digital filmmaking / motion media production workflow
  - a. Theme
  - b. Picture composition
  - c. Introduction to film form
  - d. Production design
  - e. Pre-production planning
2. Hands-on introduction to cameras, lights, grip, electric, and sound recording tools
  - a. Basic principles of lighting including quality of light and the concept of three point lighting
  - b. Lighting instruments
  - c. Light modifying tools
  - d. Basic grip and electric tools and set protocol
  - e. Basic principles of sound recording
  - f. Single and double system sound recording
3. Introduction to motion media acquisition formats and compression formats (codecs)
  - a. Standards and settings for television and media
  - b. Pixel and screen aspect ratios
  - c. Sensor size
4. Planning and pre-production
  - a. Developing a concept
  - b. Developing a storyboard
  - c. Set etiquette and protocol, working with a team
5. Editing using provided footage
  - a. File management and organization
  - b. Viewing and organizing footage in the editing application
  - c. Basic trimming and arranging of selected footage

- d. Making a rough cut
- e. Refining the rough cut
  - i. Ripple and rolling edits
  - ii. Slip and slide edits
  - iii. Adjusting audio levels and pan
  - iv. Basic compositing and transitions
- 6. Working with still images as source material for motion media productions
  - a. Preparing stills in a digital imaging program
  - b. Understanding the color and value limitations of broadcast safe video or chosen format
  - c. Understanding framerates and human perception of motion
  - d. Creating transitions
  - e. Creating superimpositions and dissolves
- 7. Media Management
  - a. On set media management and backing up source files
  - b. Media management for a more complex digital video project
    - i. Working with subclips, markers, and bins
    - ii. Managing multiple sequences within a project
  - c. Creating speed changes
  - d. Creating motion effects such as generated camera pans and zooms
  - e. Basic compositing
    - i. Cropping and resizing elements
    - ii. Applying transfer modes
    - iii. Creating basic composites such as titles, lower thirds, split screen effects
    - iv. Composing shots for intended composites such as text or picture-in-picture
- 8. Working with audio in post
  - a. Basic audio correction (sweetening)
  - b. Removing hiss, "ums", noise
  - c. Adjusting levels
  - d. Technical specifications for audio
  - e. Using royalty free loops, sound effects and music tracks
- 9. Working with title and graphics
  - a. Creating a basic title
  - b. Creating a more complex motion title/graphics
  - c. Font color and size legibility considerations
  - d. Working within title safe and action safe zones
- 10. Outputting finished video projects
  - a. Creating uncompressed masters
  - b. Compressing video and audio streams for DVD
  - c. Compression for multiple web and multimedia applications

## Resources

Adelman, Kim. *Making it Big in Shorts: The Ultimate Filmmaker's Guide to Short Films*. 3rd ed. Studio City: Michael Wiese Productions, 2017.

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Thurlow, Clifford. *Making Short Films: The Complete Guide from Script to Screen*. 3rd ed. Oxford: Berg Publishers, 2013.

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Van Still, Jennifer. *Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know*. 2nd. Studio City: Michael Wiese Productions, 2005.

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O'Steen, Bobbie. *The Invisible Cut: How Editors Make Movie Magic*. Studio City: Michael Wiese Productions, 2009.

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Krasner, Jon. *Motion Graphic Design: Applied History and Aesthetics*. 3rd ed. Oxford: Focal Press, 2013.

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Ball, James and Robbie Carman (Author), Matt Gottshalk (Author), Richard Harrington (Author). *From Still to Motion: A photographer's guide to creating video with your DSLR (Voices That Matter) [Paperback]*. 1st. New Riders Press, 2010.

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Brown, Blain. *Cinematography: Theory and Practice, Second Edition: Image Making for Cinematographers and Directors [Paperback]*. 3rd ed. Focal Press, 2016.

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Lancaster, Kurt. *DSLR Cinema: Crafting the Film Look with Large Sensor Video Cameras [Paperback]*. 2nd ed. Focal Press, 2012.

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Ascher, Steven. *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: 2013 Edition*. 2013. Plume, 2012.

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#### **Resources Other**

lynda.com tutorials

#### **Instructional Services**

##### **OAN Number:**

Transfer Assurance Guide OCM008

##### **CTAN Number:**

Career Technical Assurance Guide CTMDA003

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