

COMF 496 (493)

Post- Production Techniques: Avid and After Effects

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Fall 2010

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Course Description

The post-production phase of video and film production projects has essentially become a digital process of organizing image and sound data using sophisticated software and media databases. The student of film and broadcasting will find it beneficial to be experienced not only in the process of editing and compositional techniques, but in the key software packages that are commonly found in professional environments. This seminar course specifically trains the student in Avid Media Composer and Adobe After Effects. The course also includes understanding the process of organizing files, preparation for editing, and maintaining continuity during this phase. Students will learn through lecture and hands-on activities both in the class lab and through outside projects.

Course Objectives

At the end of the course the student will:

1. Be able to organize media files and materials in a way that makes editing more efficient.
2. Be familiar with post-production processes used in professional video and film production.
3. Be able to edit video using Avid editing software as an intermediate user.
4. Be able to create motion graphics and video compositions using Adobe After Effects.
5. Be familiar with the hotkeys, shortcuts, and procedures found in Avid and Adobe software.
6. Be able to produce quality video projects of various kinds using post-production software.

Required Textbooks and Materials

Kauffmann, S. (2009). *Avid Editing: A guide for beginners and intermediate users, 4th ed.* Boston: Focal Press.

Meyer, T. & Meyer, C. (2009). *After Effects Apprentice, 2nd Ed.* Boston: Focal Press. (with DVD-ROM)

Mini-DV video tapes or SDHC flash memory cards

DVD-Rs for burning projects

Course Requirements

1. Attendance and class assignments. Students are required to attend class sessions as scheduled and to complete assignments given in class by the deadline. **Students will be working on exercises in class** as well as outside of class. Some of these assignments count toward class participation; others will be graded by the professor. The professor will announce when exercises will be graded individually.
2. Commercial/PSA on Avid. Each student will produce a 30 second spot to promote any campus organization or department. The spot must be edited **completely on the Avid** software system. Students may use DV cameras in 4:3 or 16:9. Students may work with friends during production, but all post-production must be completed individually. This project requires a storyboard to be approved by the professor before beginning production. Project is to be turned in on DVD with appropriate titling and pre-roll.
3. After Effects Project. Each student will produce a short film, music video, or infomercial of 3 to 5 minutes in length using **both Avid and After Effects software**. Students will write a proposal for their project that will be submitted to the professor for approval. A storyboard will then be created for approval by the professor. Once approved, the students may shoot necessary footage for the project and begin post-production. Avid must be the only video editing software used. At least **60%** of the video must include **After Effects generated material** such as compositing, masking, animation, text, PIP, and other approved effects. Project is to be turned in with script, storyboard, and DVD.
4. Pre-quizzes. There are no exams in this course, however, there are pre-quizzes using Angel software on the Evangel website from time-to-time. **Angel pre-quizzes** will be over reading material in the textbooks and will be scheduled early in the semester. Students will need to take the quiz sometime before class time. Check the Angel website for chapters and times related to pre-quizzes.

Grading

Class participation	10%
In-class assignments/homework	20%
Avid Commercial	25%
After Effects Project	30%
Pre-quizzes	<u>15%</u>
Total	100%

Course Schedule (Reading assignments should be completed before the class listed.)

8/25 – Overview of course – syllabus, projects, etc.

8/30 – Post-Production Procedures – getting organized - Kauffman chap. 1

9/1 – Basics of editing - Kauffman chap. 2 (discuss Avid project)

9/6 - Labor Day – no class.

9/8 – Projects, logging, and Avid preferences – Kauffman chaps. 4 - 5

9/13 – Trimming in Avid – Kauffman chap. 3

9/15 – Capturing, ingesting, and importing files – Kauffman chaps. 6 - 7

9/20- Working with Sound in Avid – Kauffman chap. 8

9/22 – Advanced editing techniques on the Avid – chap. 9

9/27 – Advanced editing and saving work – Kauffman chaps. 10, 11, & 16

9/29 – Titles and effects in Avid – Kauffman chap. 12 -13

10/4 – Color correction and maintaining sync – Kauffman chaps. 14 - 15

10/6 – HD video and script integration Kauffman chaps. 17 - 18

10/11– Avid Spot due today - Overview of After Effects – Meyer Introduction and Pre-Roll

10/13 – Basic animation and compositing – Meyer chapter 1

10/18 – Animation and keyframing – Meyer chap. 2 (Discuss AFX project)

10/20 – Using and controlling layers – Meyer chap. 3

10/25 – Fall Break – no class

10/27 – Transparency and masking – Meyer chap. 4

11/1 – Using text, text animation, and sound files – Meyer chap. 5

11/3 — Conference Day

11/8 – Composition nesting, parenting of objects – Meyer chap. 6

11/10 – Using expressions & manipulating time – Meyer chap. 7

11/15 –3D in After Effects – moving through the composition – Meyer chap. 8

11/17 – Motion tracking, stabilization, and track points – Meyer chap. 9

11/22 – Paint features, onion skinning, and cloning – Meyer chap. 10

11/24 – Thanksgiving Break – no class

11/29 – No Class – work on all composition exercises of chap. 11 – due next class period

12/1 – Finishing the project – encoding & rendering – Meyer chap. 12 & Appendix

12/6 – Work session in class – final projects

12/8 – Work session in class – final projects

Final Exam period – Friday, Dec. 10 at 10 AM. **Bring projects to class for viewing and evaluation.**

Course Information

ABSENCES

Students are encouraged to attend all class meetings to receive the full benefit of the course. Students who are absent 25% or more of class meetings will be dropped from the course with an **F**. Make-up work will be allowed only for excused absences. The nature of the make-up work is at the discretion of the professor. Students should make every effort to be in class and on time. Coming to class late will affect your class participation grade in a negative way, so please be on time for class.

LATE POLICY

All assignments will receive a late penalty of up to **20% off the grade** if not turned in on time at the beginning of class. All projects must be completed to pass this course. Extended illness or family emergencies will be dealt with on an individual basis.

ANGEL

This course requires the student to complete some or all assignments using the Angel classroom software available through Evangel's website. Students should go to Evangel.edu and read the help material available on using Angel. Every student who is financially registered for Angel will be able to logon to the class material. If you are not financially registered completely, you may have a delay in getting on Angel. Make sure you can logon to Angel before the first class as there is a quiz over reading material before the first class. Contact Dr. Pace right away if you are having problems logging on to Angel and have already financially registered.

BROADCAST RIGHTS

As with all productions, student or otherwise, produced at ECTV, your project may be selected to be aired over the ECTV cable access channels in whole or in part. Each video is to be considered an ECTV Presentation with **copyrights belonging to ECTV**.

EXERCISES & ASSIGNMENTS

These projects are completed using the equipment at the TV Studio. Start working on these assignments early to avoid the rush that occurs just before the deadline. Equipment non-availability is not an excuse for late assignments. Equipment breakdown is also not an excuse for late work. Start early, practice your skills, and pay attention to assignment details – these will help you to be successful.

POLICY ON INCOMPLETE WORK

All assignments given during this course must be completed by the end of the course. Once the session ends, a student will receive an F if any major assignment is missing. Assignments due on the last day will not be accepted more than two days late. All late assignments may be penalized up to 20% off the grade the assignment has earned. Students receiving an F due to incomplete work should repeat the course. Extended illness and other legitimate reasons for late work will be considered on an individual basis.

MISSED ASSIGNMENTS

Students who are absent the day a test or assignment is due may only be excused because of sickness (with doctor or nurse signature), family emergency, or administrative permission. Unexcused absences during tests and class assignments will be given a zero unless special permission from the professor is given for makeup work. A late penalty up to 20% off the grade earned may be applied.

TV STUDIO FACILITIES

Evangel University does not charge a lab fee for using the TV Studio facilities. Students are given the privilege to use school equipment for the purpose of completing assignments in Communication coursework. Misuse, neglect, or carelessness by a student while using school equipment may be cause for privileges to be withdrawn or restricted. TV Studio equipment is to be used for Evangel Communication coursework only and not for other courses offered at Evangel or elsewhere.

PACE'S ACAMANIA WEB SITE

This Web site is a place to find help for Dr. Pace's classes by providing syllabi, forms, handouts, and assignments anytime, 24/7. Any computer with Internet access can connect to it. Type in the browser address window the following URL:

<http://www.doctorpace.net>

To email Dr. Pace: Work – <mailto:pacec@evangel.edu>

CELL PHONES & LAPTOPS

Students should silence or shut off cell phones during class. Cell phone calls or texts should be made before class. Laptops or lab computers may not be used during class time unless instructed by the professor. Any other electronics such as PDAs, Blackberries, Gameboys, etc. should not be used during class. Failure to follow these directions will negatively affect the student's participation grade. Repeated misuse of electronic equipment in the classroom may be cause for withdrawal from the course.