

Department: Visual Art
Course Name: Digital Media Production

Course Description:

This second-semester course is open to students in grades eleven and twelve. Students will have the opportunity to learn the use of various digital tools to create videos, stills, and presentations in a purely digital workspace. They will refine their skills with various camera types, as well as continue to develop their skill set in Photoshop and in Final Cut Pro. The student created content in the form of digital media will be organized in the class's student-maintained digital workflow. This workflow will allow students to integrate multiple media into student led projects. An artistic knowledge base will inform the creative and constructive process of the projects. All students must have unlimited access to a digital camera for this course. Rental cameras are available. Students may retake this course with the permission of the instructor.

Content:

Critique
Visual narrative
Development of personal style
Artistic integrity
Art history
Technology as a tool
Compositional design process
Digital photography
Digital videography
Adobe Photoshop
Final Cut Pro
Color theory
Safety

Skills:

Increase proficiency in Photoshop in a production environment
Develop proficiency in Digital Video Editing
Develop an understanding of visual storytelling/idea delivery through moving and still images.
Apply critical and creative views to events and ideas being documented.
Practice the techniques of art and content criticism.
Develop group creation skills
Expand the ability to create content on a short schedule and with strict deadlines

Text and Materials:

Equipment, tools and materials appropriate to course
Students do not use a text. Information is gathered online as well as from magazines, videos, and reference books, including, but not limited to those listed below.
Barry Green, The HMC Book, (Fiercely Independent Films Inc., 2010)
Beaumont Newhall, The History of Photography, (The Museum of Modern Art, 5th ed., 1982)
Ansel Adams, Ansel Adams – An autobiography, (Little, Brown and Company, 1985)
John Szarkowski, The Photographer's Eye, (The Museum of Modern Art, New York, 2007)

Supply Fee: \$50

Camera Rental Fee \$25

Methods of Instruction:

Guided dialogue accompanied by visuals
Demonstration of projects broken down into sequential steps
Guided practice and individual instruction
Peer coaching
Class critique
Museum and gallery experiences

Methods of Evaluation:

Class participation
Semester Long Group Projects
Homework/Assigned Event Documentation
Quizzes
Appropriate use of equipment
Appropriate interaction with others both in the field and in the media lab

