

South University  
College of Creative Art & Design  
The Art Institute of Raleigh-Durham

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**Course Title:** Time-Based Media I  
**Course Number:** PHOA213  
**Class Meetings:** Thursdays, 8 a.m. – 12 noon, Fowler 212  
**Session/Year:** Winter 2014  
**Instructor Name:** Andrew Ross  
**Email Address:** aiiandrewross@gmail.com (preferred) or awross@aii.edu  
**Phone:**  
**Instructor Availability Outside of Class:** Thu. 12 - 1 p.m., Fri. 12 - 1 p.m., or by appointment

**Course Description:**

Introduces students to the technical components integral to time-based media and its relationship to photography. Students expand their knowledge of capturing, downloading, editing, and outputting digital audio and image files using time-based media software.

**Course Prerequisite(s):** *PHOA102 Introduction to Photography Applications*

**Course Co-requisite(s):** *None*

**Instructional Contact Hours/Credits:**

**Course Length:** 11 Weeks  
**Contact Hours:** 44 Hours  
**Lecture:** 22 Hours  
**Lab:** 22 Hours  
**Credit Values:** 3.0 Credits

Quarter Credit Hour Definition: A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

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**Learning Objectives:**

Upon successful completion of the course, the student should be able to:

***Demonstrate basic lighting and cinematography skills***

- Demonstrate aesthetic and technical judgments on the use of continuous light in a variety of settings
- Control light using basic lighting techniques and equipment
- Recognize the principles of visual design for time-based media

***Acquire technical proficiency in time-based media tools***

- Demonstrate use of appropriate media capture tools
- Demonstrate use of relevant software applications

***Explore the relationship between time, sound and photography***

- Create a continuous narrative
- Demonstrate editing and sequencing skills

***Use time-based media to present photographic work***

- Explore the integration of time-based media with current web technology
- Investigate and identify relevant video and audio file formats

***Describe contemporary commercial practices as they relate to time-based media***

- Identify crew positions in a video production, their responsibilities and skills

**Instructional Materials and Reference(s):**

*Text(s):* No required text. Readings, both PDF and web, will be distributed through eCompanion.

*Materials:* SD or CF camera card (at least 8 GB), Flash (thumb) drive and/or external HD, Card reader

**Technology Needed:**

Adobe Photoshop CS6, iMovie, iDVD.

**Instructional Methods:**

This course will be delivered as a combination of in class lectures and laboratory experiences.

**Assessment Criteria and Methods of Evaluating Students:**

The grading in this class will consist of three Projects and a Final Project, each increasing in work and value, plus Quizzes/Reading Responses and a Professionalism/Participation grade that is given out during each class. Each project will vary as far as requirements, and each will be given with a typed handout explaining the guidelines for that particular project. The criteria will be discussed and clarified in class, however it is your responsibility as a student to follow those criteria. Everything you need to know will be listed on the handout. The grading

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rubric for each project will also be explained on the handout. READ THE PROJECT DESCRIPTIONS CAREFULLY, AND FOLLOW THE OUTLINED DIRECTIONS.

If the project is to be turned in digitally, I expect you to either upload the required materials to my Dropbox account *before* class or bring a jump drive to class containing a folder with your required files. Be *sure* that all required files are contained in a folder with YOUR NAME and PROJECT # as its name. If you decide to use CDs, they must be readable to both Mac and PC and must be tested before turning in the assignment.

**Student Evaluation / Grading Policies:**

**Methods of Assessment**

Projects (3)	45%
<i>Project 1 – 10%</i>	
<i>Project 2 – 15%</i>	
<i>Project 3 – 20%</i>	
Quizzes/Reading Responses	10%
Professionalism/Participation	10%
Final Project	35%
Total	100%

**Grading Scale**

94 – 100	A
90 – 93	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
77 – 79	C+
73 – 76	C
70 – 72	C-
67 – 69	D+
60 – 66	D
59 and lower	F

**Classroom Policy:**

All of the course expectations, lab rules, and student behavior expectations outlined in the AI Photography Expectations Supplement are considered to be a part of this syllabus. This supplement is available in the Doc Sharing of eCompanion.

**BRING YOUR CAMERA TO EVERY CLASS SESSION.** If you do not bring your camera to class, you will not be able to participate in the class activity and I will deduct Professionalism/Participation points for that day.

**Student Art Work:**

The Art Institute of Raleigh-Durham seeks to foster a spirit of honesty and integrity. Any work submitted by a student must represent original work produced by that student. Any source used by a student must be documented through normal scholarly references and citations, and the extent to which any sources have been used must be apparent to the reader. **The school further considers resubmission of a work produced for one course in a subsequent course or the submission of work done partially or entirely by another to be academic dishonesty.** It is the student's responsibility to seek clarification from the course instructor about how much help may be received in completing an assignment or exam or project and what sources may be used.

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Students are expected to complete all original work without collaboration and within the specified time. Students are expected to respect and uphold standards of honesty in submitting written work to the Instructor. Students found guilty of academic dishonesty or plagiarism shall be subject to disciplinary action up to and including dismissal from school. Plagiarism will automatically lead to a grade of F for the course.

**Students with Disabilities:**

The Art Institute of Raleigh Durham, A Campus of South University provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Raleigh Durham, A campus of South University.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinators at 1-855-855-0567, [dss@aia.edu](mailto:dss@aia.edu), of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact David Lee, Director of Student Affairs at 919-317-3097 or [dmlee@aia.edu](mailto:dmlee@aia.edu). Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

**Attendance Policy:**

A student who accumulates ten (10) cumulative hours of absenteeism (or 23% of class meeting hours) in a scheduled course during any academic quarter will receive a grade "F" for that course. Students will not be automatically withdrawn from a class for ten (10) consecutive hours absent.

The Registrar will automatically terminate from school any student who fails to attend all classes on his/her schedule for two (2) consecutive weeks of the quarter.

**Student Conduct Policy:**

For full student conduct policy, please refer to the student handbook.

# Time-Based Media I – Winter 2014

## Weekly Schedule

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### Week 1 January 16

Introduction and overview of course, objectives and syllabus  
Demo on eCompanion  
Animated GIFs – turning the “still” image into a moving one, yet still a single image  
Limited color space of GIFs (avoid gradients, many-color images)  
Eadweard Muybridge  
Tutorial on making animated GIFs – from multiple layers, from transforming layers  
Using camera for capturing multiple stills  
Still images as a series  
*Homework: make sequential photographs to use in animated GIF (due Week 2)*  
*Homework: read Animated GIF PDFs and review Video Tutorial (on eCompanion)*

### Week 2 January 23

**DUE: bring your images to work with in class**  
More on animated GIFs  
A look at the history of film – how stills came to be videos  
Prepping your stills for Photoshop frames/layers  
Adding additional layers and elements for your final piece  
Shooting video for animated GIF  
Animated GIF from video “import”  
Varying the “frame rate” for sped-up, slowed-down effect  
*Homework: Project 1 (due Week 3) – A Creative Animated GIF*  
*Homework: readings on Muybridge and early “motion” projection from stills*

### Week 3 January 30

**DUE: Project 1, critique**  
**Quiz on readings and class material**  
Video capture with DSLRs  
Video formats, resolutions, frame rates, aspect ratio  
Importance of quality audio – how to improve upon built-in mic, external audio devices  
Lighting for video – indoor and outdoor, neutral-density filters, shutter speed/ISO  
Capturing an interview with two stationary cameras; importance of clapboard  
Camera movement for video – panning, tilting, importance of good tripod  
Linear vs. Non-Linear Editing  
*Homework: practice capturing video and multiple stills with a DSLR*  
*Homework: start Project 2 (due Week 5) – Photographer Interview*

### Week 4 February 6

**DUE: bring your videos/stills to work with in class**  
Introduction to non-linear editing  
Importing video  
Laying down video and audio tracks for multi-track, non-linear editing  
*Homework: finish Project 2 (due Week 5)*  
*Homework: reading TBD*

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**Week 5 February 13**

**DUE: Project 2, critique**

**Quiz on reading and class material**

More on non-linear editing

Slow-motion video, sped-up video

Storyboarding and pre-visualizing; having a narrative structure in mind

*Homework: start Project 3 (due Week 7) – Short Film/Creative Video*

*Homework: reading TBD*

**Week 6 February 20**

Individual student meetings, midterm grades

More on non-linear editing

Prepping video for output to DVD, Web (YouTube, Vimeo, etc.)

*Homework: complete Project 3 (due Week 7)*

**Week 7 February 27**

**DUE: Project 3, critique**

**Quiz on reading and class material**

*Homework: prepare outline and storyboards for Final Project*

**Week 8 March 6**

**DUE: Final Project outline and storyboards** – review and discuss

Studio/lab time to practice needed techniques

*Homework: shoot some initial video and/or stills for Week 9 progress check*

**Week 9 March 13**

**DUE: Final Project progress check 1** – review your initial video/stills

Studio/lab time

*Homework: keep working on Final Project*

**Week 10 March 20**

Studio/lab time

*Homework: complete Final Project*

**Week 11 March 27**

**DUE: Final projects**

Presentation and critique of final projects