SUMMER INSTITUTE 2010

DESMA 4 - VIDEO / AUDIO DESIGN

Instructor: Eric Siu

COURSE OBJECTIVES:

This course offers students the opportunity to acquire basic skills of video production and motion graphic design through a series of hands on workshops. The technique of compositing, animation and special effects will be explored while working on a video combining footage and post-production methods. Students will work in groups learning to collaborate and engage in a creative process that will include brainstorming, storyboarding, research and problem-solving producing one short video per group.

Students in this course will primarily make use of Adobe After Effects, Final Cut Pro, Premiere, and additionally Photoshop and Illustrator.

WEEK 1 - BEGINNER & WEEK 2 - ADVANCED

Day 1:
- Introduction
- The Video Production Process, After Effects, And storyboarding.
- Studio

Day 2:
- Reviews
- Video Camera and Keying
- AE: Basic Animation
- Studio

Day 3:
- Stop-Motion
- AE: Color correcting, Keying, Compositing
- Text Animation and 3D Compositing
- Studio
Day 4:
- Effects and Rendering
- Project-oriented AE and Editing
- Compressing video for Web and DVD
- Studio

Day 5:
- Guest reviews and discussions
- StudioPreparing the DVD reels
- Final Presentations