

JT433 – Spring 2018

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Week 1

- introduction, Ruckus demo
 - “just because you can doesn’t mean you should”
 - class website
 - www.ruckusmedia.com/JT433

- grading
 - weekly quizzes
 - weekly notes are posted
 - attendance is measured in quiz taking – 2 misses are allowed
 - 2 lowest quizzes will be thrown out
 - 5-6 semester assignments
 - will be submitted on-line
 - links will be posted on the class website for all to see
 - final project and final exam

 - total grade is comprised of:
 - 10% weekly quizzes
 - 15% final exam
 - 25% final project
 - 50% semester projects

- grading criteria
 - work that misses the deadline or is turned in late will drop one full letter grade
 - A – no technical errors, completely fulfills the assignment, would stand alone in the professional world
 - B – good, but not great, some technical errors, comes close to accomplishing the assignment as a professional
 - C – many technical errors, does not meet the standards of a working editor but does demonstrate some understanding of the assignment and the skills necessary to finish the project
 - D and below – failure to accomplish the directives of the assignment

- software you will learn
 - Adobe Suite
 - Premier, After FX, Media Encoder
 - Quicktime
 - Photoshop/Illustrator
 - MPEG Streamclip

- Handbrake
- Final Cut Pro?
- Requirements
 - Website
 - Purchase a URL through GoDaddy.com or similar
 - Allows you to FTP content
 - Hosting option
 - .DropBox, Google Drive, Box
 - free website builders
 - YouTube and Vimeo options
 - Why and why not?
 - Thumb drive or external drive
 - USB drives are not typically “fast” enough to run video, especially HD caliber video
 - Cheap and portable... but easily broken or lost
 - Raid redundancy

- Standards
 - http://www.projectorcentral.com/video_signals.htm
 - NTSC vs PAL
 - 480 lines vs 576
 - 4x3 vs 16x9
 - 480i, 525i, SDTV
 - Bandwith issues
 - Only sending half the information at a time
 - CRT drawbacks
 - Interlacing vs progressive scan
 - Small screens vs artifacting on big screens
 - Anamorphic 16x9
 - 480p, 525p, EDTV
 - Enhanced Definition
 - Today's DVD players have deinterlacers
 - The progressive scan makes SDTV look great
 - 1080i, 720p, 1080p, HDTV
 - interlacing vs progressive scan
 - very visible in sports
 - aspect ratio: 16x9 vs 4x3
 - BlueRay?
 - is 3D a real thing?
 - UHDTV and 4k
 - What's next?
 - Whatever resolution your phone is....

- Frame rates
 - 29.97 (or base 30)
 - most common and consumer based products
 - 24p
 - film "look"
 - 59.94 (or base 60) for slo mo

- CODECs
 - Compressor/decompressor
 - Depends on what format you are using
 - NTSC
 - DV, motion JPEG, animation
 - 720x480, 720x486
 - HDV
 - 1440x1080
 - a very compressed format
 - HD
 - DVCPro HD, AppleProRes, XDCam HD
 - 1280x720, 1920x1080, 1440x1080

- H.264 and H.265
 - UHDTV
- Formats
 - Called “containers” or “wrappers”
 - Quicktime
 - AVI – Audio Video Interleave
 - Mainly a PC format
 - Flash
 - Installed on most towers
 - Mobile device limitations
 - Windows Media Video
 - MPEG
 - MP3, MP4
 - M2V for DVDs

Your goal is ultimately to get a job

- great at one thing, good at many things!?
- DSLR movement, cheap gear = talent rises to the top

YOU WILL BE TREATED LIKE A SOON-TO-BE VIDEO PRODUCER IN THIS CLASS

- versatility and dependability are key in this industry
 - soapbox about “being cool”
 - learn to speak the language
 - are you in a position to say no to work?
 - mastery of the craft gives you more time to build relationships
 - what does good and bad look like?
 - Creating a video production team vs solo act
 - What do I buy to get started?
 - What am I worth?
 - Knowing what the rules are and when you can break them

- FIRST ASSIGNMENT
 - CSU football pump up video
 - Download footage from: **HERE**
 - Create a :30-:60 music video
 - You choose the music
 - Use sound fx, speed changes, filters, multi-edits, transitions
 - Due Week 2 ... a viable link to me

- Getting your footage prepared
 - Working with apples to apples for ease of operation
 - Limitations of some formats
 - Compressing video
 - What does this actually mean?
 - Why would I want to NOT do this?
 - FCP vs Premier vs Avid

 - New project
 - Use Easy Set Up to create a project
 - timeline adaption
 - scratch discs
 - Music
 - MP3 vs WAV
 - Rights issues
 - Keyboard layouts – FCP adaption
 - tools
 - Razor blade
 - Locking functions
 - Keyboard shortcuts
 - Range Edits
 - Slo mo
 - Frame blending
 - Pasting attributes
 - Video filters
 - Audio levels
 - Exporting your project
 - Plenty of bandwidth for HD