N453

Advanced Video

SPRING 2013
Section Number: 14220
Class Time: 6:00pm—8:40pm, W
Classroom: IT270
Credit Hours: 3

Instructor: Dr. Edgar Huang
Office Address: IT 471
Office Phone: (317) 278-4108
Office Hours: 5-6pm, W
Email: via Oncourse Messages
Skype: j21099
School of Informatics and Computing
Indiana University-Purdue University Indianapolis

Go directly to Class Schedule

Edgar Huang's teaching philosophy:

Teaching is not feeding ducks.
Teaching is bringing the best out of a student.

This class meets the experiential learning standard of the IUPUI RISE Challenge (research, international study, service and experiential learning).

The Mission of IUPUI is to provide for its constituents excellence in

- Teaching and Learning
- Research, Scholarship, and Creative Activity
- Civic Engagement

With each of these core activities characterized by

- Collaboration within and across disciplines and with the community
- A commitment to ensuring diversity, and
- Pursuit of best practices

IUPUI’s mission is derived from and aligned with the principal components – Communities of Learning, Responsibilities of Excellence, Accountability and Best Practices – of Indiana University’s Strategic Directions Charter.

Statement of Values top

IUPUI values the commitment of students to learning; of faculty to the highest standards of teaching, scholarship, and service; and of staff to the highest standards of service. IUPUI recognizes students as partners in learning. IUPUI values the opportunities afforded by its location in Indiana’s capital city and is committed to serving the needs of its community. Thus, IUPUI students, faculty, and staff are involved in the community; both to provide educational programs and patient care.
and to apply learning to community needs through service. As a leader in fostering collaborative relationships, IUPUI values collegiality, cooperation, creativity, innovation, and entrepreneurship as well as honesty, integrity, and support for open inquiry and dissemination of findings. IUPUI is committed to the personal and professional development of its students, faculty, and staff and to continuous improvement of its programs and services.

**Principles of Undergraduate Learning (PUL)**

Each class should be able to assess learning outcomes in the following areas:

- Core communication: written, oral and visual skills
- Core communication: quantitative skills
- Core communication: information resources skills
- Critical thinking
- Integration and application of knowledge
- Intellectual depth, breadth, and adaptiveness
- Understanding society and culture
- Values and ethics

**Required Text**

*BUY THE TEXTBOOK TODAY!!!*


**Software Used**

- Adobe CS6
- Microsoft Office

**Server Access**

The course materials will be accessible from the store3 Server. To access the store3 server from a PC at school, go Start > Run > \in-info-store3.ads.iu.edu\classroom. To access it from home, you need to connect to IUPUI VPN, and then go through the same steps. You can connect to **IUPUI VPN**. To access the server on a Mac at school, while in Finder, go to Go > Connect to Server > type **smb://in-info-store3.ads.iu.edu/classroom** > Use your school login ID and password to access the server. To access the Server on a Mac at home, you need to connect to **IUPUI VPN** first also, and then go through the rest of the steps. You can only read but not write to this server.

**Equipment/Supplies**

1. 1 External hard drive (7200RPM, minimum 500GB) is required for storing video files. It is your responsibility to back up important data to an external hard drive.
2. 1 pair of headphones
3. The school equipment pool has several camcorders, lights, microphones, and audio recording devices for checkout. Please contact 274-1976, infotech@iupui.edu, IT 259, or go online at informatics.iupui.edu to make a reservation. You are strongly encouraged to use an HD video camera for the course project.

**Course Description**

This advanced course focuses on the creation and directing of a documentary movie. Producing a movie of another genre is possible, but talk to me first. You will study the history, theories and aesthetics of documentary moviemaking. Other topics will include research/planning, preproduction, advanced camera, lighting, greenscreen, motion graphics, color correcting and editing techniques.

The course roughly equally splits between hands-on learning in production and postproduction, and conceptualization in the moviemaking process. You will conduct research for, produce, and edit a
short documentary movie with publishable quality. Through the project, You will learn and/or polish your knowledge of production and postproduction. Much of such software learning experience will involve peer-learning and self-exploration apart from lecturing since this is an advanced course. You will have many discussions about the issues raised in the textbook and watch a few documentary movies both inside and outside of the class to deepen your understanding of the conceptual and technological aspects of moviemaking. Be prepared for heavy readings.

The goal of the class is to enable students to

- learn problem-solving skills through a major moviemaking project,
- learn how to become a life-long learner through active learning and frequent challenges
- enhance the knowledge and skills in video preproduction, production and postproduction you have learned in earlier video courses, and continue to learn more,
- apply such knowledge and skills into a real-life project and get the high-quality project eventually aired by a public venue or accepted by a client, a festival or a competition, and
- explore different ways of integrating media such as video, audio, still images, 2-D and 3-D animations and motion graphics to present information effectively.

This course is based on the notion that good schooling should give you

- A cultural and intellectual perspective on the medium
- Knowledge and history, and some ideas about your role in the medium
- Technical training in the use of the tools, techniques, and concepts
- Help in uncovering your talents, abilities, and energies
- A safe environment in which to experiment at expressing individual vision
- Aspirations to use your professional life to its fullest extent and for the widest good
- Collaborators with whom to face adversity, of which there is plenty in school and after it


**University course policies**

There are a number of [campus-wide policies](#) governing the conduct of courses at IUPUI.

**Attendance and participation**

A basic requirement of this course is that you will participate in all class meetings and conscientiously complete all required course activities and/or assignments. Keep in touch with me if you are unable to attend, participate, or complete an assignment on time. If you miss more than half of the required activities within the first 25% of the course without contacting me, you may be administratively withdrawn from this course. Example: Our course meets once per week; thus if you miss more than two in the first four weeks, you may be withdrawn. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and if you are administratively withdrawn from the course, you will not be eligible for a tuition refund. If you have questions about the administrative withdrawal policy at any point during the semester, please contact me.

**Throughout the semester, there are different reasons for missing classes: illness, accidents, or death/serious illness in the family, etc. For whatever reason, you are allowed to be absent for up to two times. If you are absent three or more times, you have the choices of either withdrawing from the class when withdrawing is still possible or getting an “F” for your course grade. Every undocumented absence will cost you 2 points of your course grade.**

An absence due to sickness or other excusable reasons will be excused in the sense that 2 points will not be marked off your course grade, but it is still counted as an absence. So save your absences for the absolutely mandatory moments. If you miss a class, you should get notes from a classmate. You are expected to be at class for the entire duration of the class period unless you are dismissed early. If you miss half of the class, you will be counted as being half absent.

**Movie Screening and Watching**

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www.iupui.edu/~j21099/courses/N453S14.html
During the semester, you will watch some documentary movies both inside and outside of the class to learn the theories and practices of such a genre. These movies will greatly help you with your four assignments and the course project. All the movies will be streamed off a password-protected school Web server for easy and timely access but only to our class members. You need your university network ID and password to access the movies at http://informatics.iupui.edu/~ehuang/documentaries/documentaries.html. You need a broadband Internet connection to watch the movies. Based on your course project, I may suggest a few more movies from the list for you to study. The movies have been duplicated under the Fair Use article under the U.S. Copyright Law for educational purpose only.

**Teamwork**

During the semester, you are allowed to work on the video assignments and the course project as a 2-person team. You will create the team as you wish. Team members will learn how to manage time, have a clear communication, share comparatively equal amount of responsibility and workload, and learn from one another. Teaming is not required.

All creative and personal differences must be worked out amicably outside of class. Problems and conflict between team members have no place in the classroom. These issues and your ability to deal positively with them are a measure of your maturity and professionalism. Sometimes, complaints could arise against a team member because of his/her habitual lack of contribution or low-quality contribution to assignments or the course project. If most of the team members are not satisfied with a team member's academic performance, they can vote him/her off the team. The member who is voted off the team can work alone or join another team so long as another team is willing to accept. Team members will take care of the team management. You are allowed to regroup during the semester, but regrouping must occur between assignments, not in the middle of an assignment.

**Assignments**

All four assignments are group assignments and they should be submitted to the Submission Page. All assignments including the course project should be turned in as an online video. On the Web page that carries your streaming video, write

- your names
- assignment name and
- class (N453)

A self-critique plus peer review is expected of you for every assignment and the course project. In the self-critique and peer review, state

1. what new things or valuable lessons you have learned from this assignment,
2. what frustrations you experienced (Frustration is a necessary part of constructive learning and should not be taken negatively.),
3. what improvement you think you can make,
4. how you contributed to the assignment, and
5. how your peers contributed to the assignment. Give a grade to each of your peers with 100 as the highest score to evaluate his or her quality and quantity of contribution.

No project produced fully or partially for another class should be submitted for grading in this course.

**Presentations**

Each team will present its completed assignment and the course project to the class on the designated days. You are expected to demonstrate a positive and healthy attitude at all times and demonstrate a willingness to accept criticism as part of the ongoing creative production process. Student conduct and attitude will impact all graded aspects of this class.

**Grading**

www.iupui.edu/~j21099/courses/N453S14.html
Grading creative works is subjective a lot of times, but I will stick to the criteria listed below so that we can have mutual understanding on what is expected and what is not.

**Technical**

- Adequate lighting
- Proper focus
- Smooth camera action
- Correct microphone placement and audio levels
- Correct audio mix for dialogue, narration, music and effects
- Clean transitions between shots
- Good continuity
- Good use of the master shot method OR if you break this, consistency and meaning to the shots
- No dead spaces. Every shot is there for a reason to reinforce the narrative
- No extraneous/distracting visual or aural information
- Meets specifications for the assignment/project

**Creative**

- Unique concept and approach
- Well written – proper paperwork
- Engages and maintains audience attention
- Good framing and composition within frame/axis of action
- Proper pacing for the content
- Uses compositional elements (symmetry/asymmetry, psychological distance, breaking the rectangle, using the z axis-foreground and background elements, using diagonals, etc.)
- If humorous, makes us laugh because of good script and acting

**Content**

- Intelligent, responsible subject matter
- Motivates audience to think
- Motivates audience to feel
- Motivates audience to respond and take action if persuasive (commercial, PSA, etc)

**Professionalism**

- Efficient pre-production prior to production
- Calm, well organized teamwork during production
- Responsible attitude throughout assignment/project
- Adequate time taken to rehearse and create each phase of production

As you prepare your assignments/projects, do your own self-evaluations by checking the above criteria. Ask yourself what works well in the assignment/project, as well as what needs improvement. Attention to these details will progressively improve the overall quality of your work.

**Distribution of grades:**

| Assignment 1 | 10% |
| Assignment 2 | 10% |
| Assignment 3 | 10% |
| Assignment 4 | 10% |
| Paper       | 10% |
| Course Project | 30% |
| Random quizzes | 20% |
| **Total**     | **100** |

Grading scale is as follows:
Students' peer grading for each assignment will be factored into my final grading to reflect your total effort as shown in all the assignments. Since I will not work with you on your projects on a routine basis, peer grading over time is the best indicator of your contribution. All students should grade responsibly to truly reflect other team members' contributions. Unless you have complaint about your teammate, you should give him/her 100. At the end of the semester, the formula for your course project grade will be: your performance grade from me x peer grading. For instance, if you have earned 100 for your performance from me, and your peer contribution grade is 90, then, your course project grade will be 100x90%=90. That means, since your peers believe you have contributed only 90% to the project, you deserve 90% of the total credit.

Late Work top

All assignments are due on the date and time specified. Sporadic late submissions will be excused. Habitual (3 times and more) late submissions will earn you a letter grade downgrading in the course grade. No submission that is seven days later than the deadline will be accepted.

This class allows no redo. You are always welcome to show me your work before you submit so that problems can be solved before they go into grading.

Incomplete top

A grade of Incomplete (I) will only be given if you have extenuating circumstances that prevent you from completing the class. This includes severe illness/hospitalization. That's about it. If you simply "get behind" in the class, you will not be given an "I." If you get behind, you should drop the class if it is still possible for you to drop. If, for example, you get busy with work and don't have time to devote to the class, you should drop. That is not an extenuating circumstance.

Academic Misconduct top

All students in New Media should aspire to high standards of academic honesty. This class encourages cooperation and the exchange of ideas. However, students are expected to do their own work.

If you are found to have cheated or plagiarized in any assignment, quiz, or final exam, you will get an “F” for the course grade. If you help another student cheat or plagiarize, your course grade will be “F,” too. If you are not sure whether what you are going to do will be regarded as academic dishonesty, you’d better ask me first. All cheating and plagiarism cases will be reported to the Dean of Students.

All students are responsible for reading the Code of Student Rights, Responsibilities and Conduct of IUPUI at http://www.iupui.edu/code/
Flexibility

I believe the semester plan is realistic and the objectives are attainable. Nonetheless, I reserve the right to adjust the course content, assignments, etc., based on the class's needs or ability to maintain pace.

Special needs

If you have a learning disability, a physical disadvantage, or other special needs, please talk to me about it during the first or second week of the semester. I want to work with you to accommodate your situation and help you succeed in this course.

Students needing accommodations because of a disability will need to register with Adaptive Educational Services (AES) and complete the appropriate forms issued by AES before accommodations will be given. The AES office is located in Taylor Hall, UC 100. You can also reach the office by calling 274-3241.

Visit http://aes.iupui.edu/ for more information.

About your instructor

Edgar Huang received his Ph.D. degree in Mass Communication from Indiana University in 1999; M.F.A. degree in Visual Arts from University of California, San Diego, in 1995.

Dr. Huang has taught media convergence, video production and editing, photojournalism, photography, online video delivery, Web publishing, graphic and layout design, research methods, computer-assisted reporting and news writing courses at IUPUI, University of South Florida St. Petersburg, Northern Illinois University, Indiana University, University of California, San Diego, and Institute of International Relations. Huang started his college teaching career in 1984.

Dr. Huang is an established researcher. He pioneered the healthcare new media marketing research area in 2009 and has published heavily ever since. His journal articles about

- interactive e-health tools,
- healthcare videos,
- teaching new media,
- youth news consumption behaviors,
- media convergence,
- streaming technology,
- documentary photography,
- postmodern photography,
- digital imaging, and
- the Internet and national development

are seen in

- Journal of Communication in Healthcare,
- Journal of Medical Marketing,
- Health Marketing Quarterly,
- International Journal of Pharmaceutical and Healthcare Marketing,
- e-Service,
- Convergence,
- Journalism and Communication Monographs,
- Newspaper Research Journal,
- Visual Communication Quarterly,
- Information Technology for Development, etc.

Huang's freelance experience includes writings for trade magazines and newspapers, still photography, Web publishing, news design and video production and editing. A documentary video on organ donation that three seniors in his Fall 2005 A451 Advanced Video class and he worked on won the 2007 AACN (American Association of Critical-Care Nurses) Media Award among close to
1,000 entries. A research project "Searching for an Ideal Streaming Technology," which he worked on with an undergraduate student in an independent study, won Judges' Choice Award at the 2006 New Media Consortium Summer Conference and was published online at [http://www.iupui.edu/~nmstream](http://www.iupui.edu/~nmstream). In 2004, the Department of Journalism and Media Studies, University of South Florida St. Petersburg, Web site, designed by Huang, won the first place in the Department and School sites category in the annual "Best of the Web" Design Competition run by the Association for Education in Journalism and Mass Communication. The same site and the USFSP College of Arts and Sciences Web site (designed by Edgar Huang and one of his students) won top awards in the USFSP Web Design competition in 2004. Several public service announcement videos, documentary videos, training videos and promotional videos that Huang and his students produced have been adopted by Riley Hospital, Indiana Organ Procurement Organization, U.S. Courthouse, IUPUI Student Employment Service, Marion County Health Department, Noble of Indiana and so on.

### Class Schedule  top

All the movies listed in the schedule can be found at [http://informatics.iupui.edu/~ehuang/documentaries/documentaries.html](http://informatics.iupui.edu/~ehuang/documentaries/documentaries.html).

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<thead>
<tr>
<th>Week 1</th>
<th>Jan 15</th>
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<tbody>
<tr>
<td>&gt;Date</td>
<td>&gt;Class contents</td>
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<tr>
<td></td>
<td>Intro and overview of class</td>
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<td></td>
<td>Course Project</td>
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<td>Grouping</td>
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<td>&gt;Homework for this week</td>
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<td>Paper</td>
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<td>Course Project</td>
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<tr>
<td></td>
<td>Sunshine a short documentary</td>
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<td>Intel Visual Life — The Sartorialist a short documentary</td>
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<td>Wright’s Law a short documentary</td>
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<tr>
<th>Week 2</th>
<th>Jan 22</th>
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<tbody>
<tr>
<td>&gt;Date</td>
<td>&gt;Class contents</td>
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<tr>
<td></td>
<td>Discussing the four movies covered in your Paper</td>
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<td></td>
<td>Brainstorming ideas for your course projects</td>
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<td>Submitting your future movies</td>
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<td>&gt;Homework for this week</td>
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<td>Paper is due.</td>
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<td>Born Into Coal a short documentary</td>
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<td>Everything Is Incredible a short documentary</td>
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<td>Assignment 1</td>
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<tr>
<th>Week 3</th>
<th>Jan 29</th>
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<tbody>
<tr>
<td>&gt;Date</td>
<td>&gt;Class contents</td>
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<tr>
<td></td>
<td>The director's role</td>
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<td>Defining your artistic identity</td>
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<td>Developing your story ideas</td>
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<td>Proposing and pitching a short documentary</td>
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<td>&gt;Homework for this week</td>
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<td>Read: Rabiger Part 1: You and Your Ideas</td>
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<tr>
<th>Week 4</th>
<th>Feb 5</th>
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<tr>
<td>&gt;Date</td>
<td>&gt;Class contents</td>
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<tr>
<td></td>
<td>Screening your Assignment 1</td>
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<tr>
<td></td>
<td>Documentary language</td>
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<td>Elements and Grammar</td>
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<td>Research</td>
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<td>Developing a crew</td>
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<td>&gt;Homework for this week</td>
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<td></td>
<td>Assignment 1 is due.</td>
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<td>Assignment 2</td>
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<td></td>
<td>Resource: Huang: Afterthoughts on the Truth Strategy in Rothstein's Skull Photograph</td>
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<td></td>
<td>Read: Rabiger Part 2: Documentaries and Film Language Part 3: Preproduction</td>
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<td></td>
<td>Watch: 1. Libertyville Abortion Demonstration 2. La Jolla Harbor Seals</td>
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3. Scientology Crazy Followers

Week 5
Feb 12
- Pitching your Course Project
- Point of view and the storyteller
- Dramatic development, time, and story structure
- form, control, and style
- Course Project proposal is due.
- Read: Rabiger Part 6: Documentary Aesthetics
- Resources: Action/Reaction examples
  1. Lipitor TV Ad (2002)

Week 6
Feb 19
- Screening your Assignment 2
- Advanced research
- Values, ethics, and choices
- Preparing to direct
- Assignment 2 is due.
- Assignment 3
- Read: Rabiger Part 7A Advanced Preproduction (Skip ch 23)

Week 7
Feb 26
- Camera equipment
- Lighting
- Location sound
- Directing
- Revised Course Project proposal is due.
- Read: Rabiger Part 4: Production

Week 8
Mar 5
- Screening your Assignment 3
- Optics
- Advanced cameras and equipment
- advanced location sound
- Assignment 3 is due.
- Assignment 4
- Read: Rabiger Part 7B: Advanced Production (ch 25-27)

Week 9
Mar 12
- Organization, crew, and procedures
- advanced directing
- conducting and shooting interviews
- Read: Rabiger Part 7B: Advanced Production (ch 28-30)

Week 10
Mar 19
- Spring break

Week 11
Mar 26
- Editing: from start to viewing the first assembly
- Editing: the process of refinement
- Adding motion graphics
- Assignment 4 is due.
- Read: Rabiger Part 5: Postproduction (ch 13-14)

Week 12
Apr 2
- Screening your Assignment 4
- Course Project work-in-progress show-and-tell
- Editing: from fine cut to sound mix
- Titles and acknowledgments
- You are no longer allowed to change your idea about your course project movie from today on.
- Read: Rabiger Part 5: Postproduction (ch 15-16)
Week 13
Apr 9
- Transcript to film script
- Creating narration
- Advanced editing

Read: Rabiger Part 7C: Advanced Postproduction (ch 31-32)
55 Great Websites To Download Free Sound Effects

Week 14
Apr 16
- Using music and working with a composer
- Editing: refinements and structural problems
- Advanced sound processing

Read: Rabiger Part 7C: Advanced Postproduction (ch 33-34)

Week 15
Apr 23
- Individual conference

The perceived final version is due.
During the mandatory individual conference, you will defend for your Course Project.

Week 16
Apr 30
- Advanced Color correcting
- Advanced online video presentation

Read: Rabiger Part 8: Education and Starting Your Career
The Vectorscope in Premiere Pro
Fine-tuning your Course Project.

Week 17
May 7
- Course Project presentation
- Course evaluation

Course Project is due.

“Children are not permitted to attend class with parents, guardians, or childcare providers. This conduct has the effect of unreasonably interfering with an individual’s work or academic performance creating an offensive learning environment.”

“A student must not violate course rules as contained in a course syllabus, which are rationally related to the content of the course or to the enhancement of the learning process in the course.”
[Code of Student Rights, Responsibilities, and Conduct, page 29]