

FMP 394 Topic: Non-Linear Editing for Film and Media

Fall 2011

Monday and Wednesday

1:30 PM to 2:45 PM

Stauffer Hall – B 125

Instructor: Stacey Sotosky

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Availability: 1 hour before class or by appointment

Teaching Assistant: Boyd Branch

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Class Description

In this course we will cover the historical, theoretical, technical, creative, social and cultural modes of editing digital video. By considering it's context, we can begin to think more critically about digital media. We will consider the historical evolution of the moving image, from the invention of film through current day practices. We will explore a large spectrum of video forms including: documentary, theatrical trailers, and video within art, dance, music, and theatre. We will also examine how video is used as a tool of communication and consider how contemporary media functions personally, globally, academically, and professionally. Intellectual inquiry and creative praxis are paramount in this class.

The powerful influence media has on today's culture is evident. In this course you will find ways to contribute to the conversation and evolution of video by creating and posting your projects on the web. The editing of video allows for powerful and exciting control over the meaning of your content, however it is also very time consuming. Be prepared to spend many hours cutting together your projects. You will not only be editing in this course but also writing. Every video post will be accompanied by a statement that: 1) explains your personal intention for creating your project 2) reveals your narrative structure, and 3) cites the resources you used to create your piece. Posting comments, participating in online group discussions, and demonstrating your understanding of key NLE concepts are also components to succeeding in this course.

In this class we will focus on post-production and will *not* be thoroughly covering the acquisition of video. However, if you already have digital footage you'd like to work with, or have the means of recording video, please feel to use it as a resource in this class. Dependent upon copyright, video resources can be also be acquired by downloading, ripping, dumping, transferring, copying, saving, recording, scanning, photographing, etc.

Required Text

Pearlman, Karen. *Cutting Rhythms: Shaping the Film Edit*. Focal Press, 2009.

Class Breakdown

Contextual Presentations

Contextual presentations will occur near the beginning of a class session. Topics will cover: forms and functions of cinema, the history of NLE, digital storytelling, principals of design and editing, the semiotics of film and media, the influence of media on society, aesthetic styles, ethics, and distribution. Project assignments will also be explained during this time.

Technical Demonstrations and Practice

We will primarily be working with the new Final Cut Pro X in the course. Demonstrations will cover managing assets, workflow, transitions, color, effects, keyframing, compositing, titling, audio, and outputting. During this section of class you will be editing on laptops.

Graded Components

Projects 70%

You will be assigned 4 editing projects throughout the semester. All the projects and statements will be submitted online, via Vimeo.com.

You need to set up a Vimeo membership according to the following instructions:

1. Visit www.vimeo.com and create a new membership using your ASU email address.
2. Use the same full name that is on the roster for this class as the name on your profile.
3. Attach a recognizable picture of your self to the profile.
4. Set the "Location" field on your profile to "ASU."
5. Find the group "ASU Non-Linear Editing for Film and Media" and submit a request to join the group. I will approve your membership.
6. When you upload your projects, you *must* title the video as per the instructions in the project assignment sheet and then add them to the group.
7. Included your Project Statement with your video on Vimeo.

Project Responses 10%

Using the previous instructions, you will upload your videos to Vimeo and embed them in Blackboard. You will then need to comment on at least 10 of your fellow classmates' work, using the "Reply" option in Blackboard.

PLEASE NOTE: These comments are not for simple assessment of your peers' work. You should avoid statements like "This is good" or "I like it" in favor of thoughtful, constructive suggestions for improvements or responses to how and why you reacted to certain components. Your comments will count for 100 points, or 10% of your final grade.

Discussion Group 10%

Within Blackboard the class will be divided into 5 groups of 10 students. These groups will remain the same throughout the semester. Weekly thread topics, primarily about the assigned readings, will be posted in your group's discussion forum. All group members are required to participate in these online forums. Grading criteria include: quality of contribution, amount of posts, average length of post, and post position. Posts will be assessed weekly.

Exam 10%

There will be one exam in this course, which will test your understanding of the vocabulary and concepts of non-linear editing and Final Cut Pro X.

Point Breakdown

- 100 Project 1
- 150 Project 2
- 200 Project 3
- 250 Project 4
- 100 Project Responses
- 100 Discussion Group
- 100 Exam

1000 Total Points

Grading Summary

901-1000 points	A	This student participated with insight and enthusiasm in all aspects of this course, turning in projects that show developed understanding, creativity and considerable effort.
801-900 points	B	This student has done work to be proud of and shown good progress.
701-800 points	C	This student has done average or normal work, showing progress but falling short of desired goals for participation or development of understanding.
601-700 points	D	This student failed to spend an appropriate amount of time or effort on coursework, did not demonstrate understanding of concepts, failed to participate adequately in discussions.
0-600 points	F	Failure to execute the work, poor attendance likely.

Late Projects

Five (5) points will be deducted for every 24-hour day that the work is late after the posted due date and time. This does not apply to Project Responses, Discussion Groups or the Exam.

Attendance Policy

You will need to sign in at the beginning of every class. Anyone arriving more than 10 minutes late to class will be counted absent for that day. Pick up your name card "tent" at the beginning of class when you sign in and then turn it in at the end of each class. **After your third absence, your final grade will drop by one letter grade per absence.**

Computers and Software

The Digital Culture program is providing our class with laptops for use during class times. You can use your own computer, in which case I suggest you install your own version of Final Cut Pro X as soon as possible. The computer lab located in B135 is open Monday-Friday 8 am-8 pm and Saturday 10 am-6 pm.

Required Materials

If you are choosing to use the Digital Culture laptops instead of your own computer, you will need to have a means of transporting and saving your work. **You must bring in a PORTABLE HARD DRIVE**, preferable with FireWire 800, but you can also use FireWire 400 or USB 2.0. I will be giving you video files to edit, so all projects must live on to *your* personal hard drive. **Headphones are also required.** Headphones should cup your ears for editing—iPod headphones (earbuds) are not acceptable. You need your ears covered.

Plagiarism Policy

Though there are few opportunities for cheating in a class that is built to evaluate your ideas, nevertheless the possibility for plagiarism exists. Plagiarism or intellectual property theft will result in an immediate loss of all points on the assignment. Plagiarism is defined in ASU's Student Academic Integrity Policy. All projects will also need to comply with federal copyright law as described at www.copyright.gov.

Communication

All emails sent to Boyd and myself regarding this class should be sent from the Blackboard site from the "Email" function. Emails not sent from the Blackboard site run the risk of not being acknowledged.

Student Accommodations

1. Any student who has or may have a special learning need, please see me immediately.
2. Students who may miss a class due to participation in university- sanctioned sports or other activities, please let me know within the first class. You should provide me with a copy of the official travel/performance schedule. We can then have a discussion about how the missed work will be made up.

	Presentation	Demonstration & Practice	Discussion Group
Mon 8/22	Introduction	Tour Blackboard	
Wed 8/24	History of Editing Groups Discussions	Intro to Mac Distribute Exercise Files	
Mon 8/29	Universal Storytelling Documentary	Intro to FCPX	Discussion Thread Posted Chapter 1 <i>Rhythmic Intuition</i>
Wed 8/31	Project 1 Assigned The Edited Interview	Preparing, Importing & Analyzing Distribute Interview Files	
Mon 9/5	NO CLASS		Discussion Thread Posted Chapter 2 <i>Editing as Choreography</i>
Wed 9/7	Audio Storytelling Paper edit complete	Getting Organized and Beginning to Edit	
Mon 9/12	Workflow	Editing, Photos, and Connected Clips Distribute Images	Discussion Thread Posted Chapter 3 <i>Timing, Pacing, and Trajectory Phrasing</i>
Wed 9/14	Semiotics Radio cut complete	Connected, Compound and Gap Clips, Precision Editing, Exporting/Sharing, Posting	
Mon 9/19	Critique and Project Statement Guidelines	Work in class	Discussion Thread Posted Chapter 4 <i>Tension, Release, and Synchronization</i>
Wed 9/21	PROJECT 1 DUE Critique		
Mon 9/26	Project 2 Assigned Digital Poetry	Transitions, Effects, Generators, Themes	Discussion Thread Posted Chapter 5 <i>Physical, Emotional, and Events Rhythms</i>
Wed 9/28	Design, Animation, Typography, Sound	Text, Audio	
Mon 10/3	Forms of Digital Video Video Design - Boyd Script and Storyboard complete	Keyframing, Video Animation Editor, Retiming	Discussion Thread Posted Chapter 6 <i>Physical Rhythm</i>
Wed 10/5	Video Art Videodance Machinema Audio recorded	Keyframing, Keying, Color Correction	
Mon 10/10	Memetics Viral Video Color Theory Radio cut complete	Color Adjustment	Discussion Thread Posted Chapter 7 <i>Emotional Rhythm</i>

Wed 10/12	Rough cut complete	Work in class	
Mon 10/17	PROJECT 2 DUE Critique		Discussion Thread Posted Chapter 8 <i>Event Rhythm</i>
Wed 10/19	Project 3 Assigned Movie Trailer and Recuts Copyright Exam Review	DVD to FCPX	
Mon 10/24	Language of Film Exam Review Material Acquired	Review	Discussion Thread Posted Chapter 9 <i>Style</i>
Wed 10/26	EXAM		
Mon 10/31	Mobile Media - Boyd Live Cinema	VJ Software	Discussion Thread Posted Chapter 10 <i>Devices</i>
Wed 11/2		Work in class	
Mon 11/7		Work in class	
Wed 11/9	PROJECT 3 DUE Critique		
Mon 11/14	Project 4 Assigned Video Communication Message to the World Anonymous		
Wed 11/16	Media Ethics Public Service Announcements Research & Development		
Mon 11/21	Discussion Questions & Extra Credit DUE Video Prospectus Research & Development		
Wed 11/23	FINAL SCRIPTS DUE Message Pitches 2 min read through with either Boyd or myself	Work in class	
Mon 11/28	Screen Rough Cuts	Work in class	
Wed 11/30	Screen Rough Cuts	Work in class	
Mon 12/5	Screen Rough Cuts	Work in class	
Thur 12/8	PROJECT 4 DUE Class meets 9:50 - 11:40 am Screening		
	Critiques DUE Mon 12/12 8 PM		