

Design|Media Arts - Summer Institute 2008

D|MA 4 : Audio\Video Production

Instructor: Chris O'Leary

TA: Nova Jiang

	Morning	Afternoon
Monday	Introduction: Teachers, Lab, Scope of Class. Screening 1: History of the Music Video Workshop 1: Camera Workshop 2: Blue Screen and Studio Lighting Workshop 3: Storyboarding	Form Groups Brainstorming Workshop 4: Capturing Workshop 5: Intro to Premier, Keying Visitor 1: DIMA faculty or grad
Tuesday	Screening 2: Inspirational Music Videos Workshop 6: Discussing Video and Film Initial Storyboard Review Field Trip 1: Shooting Adventure on Campus	Workshop 7: Editing, Basic Effects Students Rip Music for Films Final Storyboard Review
Wednesday	Screening 3: Inspirational Music Videos Lab Time: Filming, Editing Visitor 2: DIMA faculty or grad	Lab Time: Filming, Editing
Thursday	Screening 4: Inspirational Music Videos Workshop 8: Advanced Editing, Premier and After Effects, and Audio Lab time: Editing	Lab Time: Filming, Editing Workshop 9: Compression (Final, DVDD and Youtube/Web) Workshop 10: Archiving FINAL DAY TO FINISH Late Lab Hours
Friday	Screening 5: Student's Choice Burn Class DVD Critique: Present and discuss final videos Prepare for open house	Evaluations Certificates Open House Presentations of final Works: EDA

Field Trips: All within UCLA and Westwood Area

Guest Speakers: TBA

D|MA 4: Students will create a short audio/visual video, which can either take the form of a music video, or a more experimental art piece. Students will create a storyboard and utilize industry standard digital video software (Adobe Premiere, and Adobe After Effects). Students will also have access to digital video cameras, a lighting studio, and the UCLA campus to realize their work. At the end of the course, students will burn DVDs of their projects, and learn compression techniques for the internet, and Youtube. Additionally, students will be introduced to a variety of relevant current and historical work as a means to inspire and inform. Students will practice discussing these examples in order to have a critical eye on their own work.

Assignment:

The goal is to create a video clip of about 1 minute length that emphasizes the relationship between the visuals and the acoustics. The sound, topic and style of your video is your own creative choice. However, you should be able to clearly articulate the relationship of these elements and why you chose them for your piece. The result should merge sound and image into a coherent video experience for the viewer.

Working as a group or individually, you will draft and conceptualize your project. You will be introduced to various aspects of preproduction, shooting and post-production using both hardware and software solutions.

First, you will develop storyboard concepts for your video and chose music/audio components. Bring and audio CD, or choose a song from the class music library or the internet. The storyboard will help you draft your ideas and plan your shots. You can chose to make a narrative piece, or an abstract artwork. You can portray a thought, emotion, a situation. You can make a moving collage, a short animation, a portrait or a space, with or without people. The options are endless!

Select one idea and focus on it. Which music best supports or topic? Think about styles, colors, images that your music evokes and how you can capture them in the limited time available. Instructors and classmates will a valuable resource for helping you conceptualize and refine your project.

For your video, you may utilize imagery that you find from outside sources, or footage you shoot yourself. You have the opportunity to use a blue-screen studio and the multitude of environments found on UCLA campus. Once you have collected and shot your footage, you will assemble your video using Adobe Premiere and Adobe After Effects.

When you finish your work, you will archive and compress it in the form of a DVD, and footage ready for web-viewing. You will also back up your project files in order to work on them later if desired. Students will present their work both to the class, and to the entire summer institute.