Fall 9-1-2000

MAR 111A.01: Fundamentals of Media Arts Production

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MAR 111 media arts production
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course overview
description
mar 111 is a project based class focusing on the use c
digital tools employed in media arts production for th
purpose of artistic expression of story. students will be
trained in the integration of basic production technique
and the aesthetic elements and principles employed ir
developing narrative. they will actualize their ideas
through creative selections in the areas of story structure
and audio/visual design.

process
story ....you'll hear this word a million times, and for gc
reason. it's the basis for all that we do. the objective of th
class is to enable you to effectivelycommunicate your
story in various mediaby combining your artistic and
technical skills .

• the class will be project based. the projects and
descriptions will be listed orthe semester production
schedule .

• students will create their projects using the software
programs premiere and photoshop .

• for projects #1 and #3 you will create and then hand in
production book which is described in detail in the
     2. mar 111 production process   sheet.

• classes will generally be divided into a short discussion
period at the beginning that will deal with the current top:
and/or preparing for the next project, and their primary
work period where they will be creating their projects.
during this time the instructors will be assisting students
and when appropriate, stopping class to deal with larger
topics that apply to the entire class

• attendance is important and is a factor in determining
your grade. one of the advantages of this classroom settin
is the opportunity to get feedback from a variety of people
as you begin to develop your work. "doing your work ;
home" overlooks this very important aspect of the
production process and limits your growth as an artist

computer procedures
• organize.... organize.... organize....
you can not overemphasize the importance of establishin
excellent filing skills . this is an essential part of the
production process.

• back up.....back up.....back up.
each student will be required to bring a zip disk (100mb/
macintosh format) to class. this is where you will store you
project files that will be continually updated. you will als
need to buy a couple of blank cd's that will store your
source material (video, image and sound files). the idea
that every file that you have is on both your hard
drive and your back ups   . that way if something should
happen to your computer, or if someone is on it when yo'
want to work outside of class, you can load all of your
material onto another computer and not lose any time

- hardware functions
    - we will cover the basic tasksof:
    - capturing (digitizing) audio and video
    - scanning in still images (photos, drawings etc
    - using removeable media (CD rom, Zip disks)
    - using the network (moving files from one computer to another)
    - saving your files to zip disk
    - 'burning' your files to a CD

- software functions
we will cover the basics of navigating your way around the desktop including menus, folders, keyboard shortcuts, file heirarchy etc. in addition, we will introduce you to the primary software program (Premiere) that you will be using and help establish a solid 'overview' of how it functions. we will also cover some of the basics of Photoshop.

project overview
each project, though different in content and medium, wi have certain artistic and technical consistencies. the stronger your grasp of these relationships, the more range and flexibility you will have in communicating your ideas

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Week 1 9/5	Week 2 9/12	Week 3 9/19	Week 4 9/26	Week 5 10/3
tue media arts intro • intro to **project #1** [still image movie] **thrs** production process overview	**tue** begin rough edit of project #1 • story outline due **thrs** continue rough edit of **project #1**	**tue** continue rough edit of project #1 • all audio due **thrs** rough cut version of project #1due	**tue** begin final edit of project #1 **thrs** continue final edit of project #1	**tue** final edit of **project #1** • story outline for final project due **thrs** project #1 presentations

Week 6 10/10	Week 7 10/17	Week 8 10/24	Week 9 10/31	Week 10 11/7
tue begin **project #2** [video trailer for the movie ' LA confidential'] **thrs** continue edit of project #2	**tue** continue edit of project #2 **thrs** continue edit of project #2	**tue** final edit of project #2 **thrs** project #2 presentations	**tue** begin production for final project **thrs** continue production of final project	**tue** holiday no class **thrs** begin rough editing of final project •production book due

Week 11 11/14	Week 12 11/21	Week 13 11/28	Week 14 12/5	Week 15 12/12
tue continue rough editing of final project **thrs** continue rough editing of final project	**tue** continue rough editing of final project / all source material due **thrs** holiday no class	**tue** continue rough editing of final project **thrs** rough cut presentations of final project	**tue** begin final editing of final project **thrs** continue final editing of final project	**tue** continue final editing of final project **thrs** final project due turn in final CD (all 3 projects)

12/15: public presentation of the final projects