

Fall 9-1-2000

# MAR 111A.01: Fundamentals of Media Arts Production

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## MAR 111 media arts production

professor: rick hughes

graduate instructors:

eve whitaker / greg twigg / nicole mraze

### course overview

#### description

mar 111 is a project based class focusing on the use of digital tools employed in media arts production for the purpose of artistic expression of story. students will be trained in the integration of basic production technique and the aesthetic elements and principles employed in 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 good reason. it's the basis for all that we do. the objective of the class is to enable you to effectively communicate your story in various media by combining your artistic and technical skills .

- the class will be project based. the projects and descriptions will be listed on the 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 topic 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 setting is the opportunity to get feedback from a variety of people as you begin to develop your work. "doing your work at 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 establishing 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 your project files that will be continually updated. you will also 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 you 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 tasks of:

- capturing (digitizing) audio and video
- scanning in still images (photos, drawings etc)
- using removable 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 hierarchy 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, will 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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fall 2000

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

Week 6 10/10	Week 7 10/17	Week 8 10/24	Week 9 10/31	Week 10 11/7
<b>tue</b> begin project #2 [video trailer for the movie 'LA confidential']	<b>tue</b> continue edit of project #2	<b>tue</b> final edit of project #2	<b>tue</b> begin production for final project	<b>tue</b> holiday no class
<b>thrs</b> continue edit of project #2	<b>thrs</b> continue edit of project #2	<b>thrs</b> project #2 presentations	<b>thrs</b> continue production of final project	<b>thrs</b> 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
<b>tue</b> continue rough editing of final project	<b>tue</b> continue rough editing of final project / all source material due	<b>tue</b> continue rough editing of final project	<b>tue</b> begin final editing of final project	<b>tue</b> continue final editing of final project
<b>thrs</b> continue rough editing of final project	<b>thrs</b> holiday no class	<b>thrs</b> rough cut presentations of final project	<b>thrs</b> continue final editing of final project	<b>thrs</b> final project due  turn in final CE (all 3 projects)

12/15: public presentation of the final projects