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MAR 311.01: Integrated Media Production

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MAR 311 integrated media production
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course overview

- the objective of this class is to enable you to effectively communicate your story by combining your artistic and technical skills and by establishing an effective production process. this will manifest itself in a motion design environment that will use a variety of media, including still image, video and audio
- what this lab is this lab has been established so that students in the media arts program can have a dedicated lab in which to do their course work. you will have griz card access to this lab all day, every day. be aware, however, that the building is not always open, so you may have to work around that. I will establish a class list at the security office and if you are locked out, you can call security and they will let you in.
- what this lab is not this lab will not be used to work on things that are outside of the course requirements. if you want to spend time surfing the web, making movies on your own, scanning, building web pages, copying audio cd's etc., then do it over in la240 or buy a computer and do it at home. anyone who needs to use any equipment for non-class purposes must get permission from me. abuse this lab and you'll be gone.
- the structure of this class will be project based. the projects and descriptions are listed on the 15 week schedule sheet.
- each project will be based upon your project overview and outline these will be typed and handed in before beginning the production process.
- the capture station in the front of the room is where you will scan all of your images, digitize all of your video, and capture all of your audio.

- you will be able to burn all of your source material to cd using the capture station in the front of the room. you will be responsible for getting your own cd's.
- you will burn the final movie for each project onto a cd and at the last class hand in the cd (it may be more than one) containing all of your work for the semester.
- grades will be based on effort, the kind of production process you have developed, class participation, aesthetics and attendance
- we will, as the semester unfolds, be making available to you articles and web sites that contain additional information that we feel can be of significant value to you. each student will be given a folder containing trailers and related articles that include artistic insight and production techniques written by some of the leading motion design companies in the industry. take advantage of it.
- in addition to your production time, there will be periodic analysis of and discussion about the additional information.

computer procedures

- organizeyou can not overemphasize the importance of establishing excellent filing skills. you will have a folder on your computer and in it will be 5 sub-folders: one for each of the 4 projects that will contain the source material and project file and a fifth one containing the final movies for each project.

software information

the primary software programs that you will use this semester will be:

- After Effects
 - a compositing program used in motion graphic production
- Premiere
 - a video editing program with audio capabilities
- Photoshop
 - a still image editing program
- Illustrator
 - an illustration / text program
- Soundedit 16
 - a digital audio program

you will also using the internet and the network browser in the lab.

toolsets

we will address the tool set aspect of this class by beginning with a short technical overview and taking advantage of the manuals, the program help menu, and related articles downloaded from the web.

mar 311 media arts production

Week 1 9/4	Week 2 9/11	Week 3 9/18	Week 4 9/25	Week 5 10/2
mon no class wed media arts intro • production process	mon intro to project #1 [photoshop image] wed photoshop image due / begin rough edit	mon continue rough edit of project #1 wed begin final edit of project #1	mon final edit of project #1 • project #2 outline due wed project #1 presentations	mon begin project #2 [video / still motion design] wed continue rough edit of project #2

Week 6 10/9	Week 7 10/16	Week 8 10/23	Week 9 10/30	Week 10 11/6
mon continue rough edit of project #2 wed rough cut presentation of project #2	mon begin final edit of project #2 wed continue final edit of project #2	mon continue final edit of project #2 • final project outline due wed project #2 presentations	mon begin production for final project [90 second movie] wed continue production for project #3	mon begin rough edit for final project wed continue rough edit for project #3

Week 11 11/13	Week 12 11/20	Week 13 11/27	Week 14 12/4	Week 15 12/11
mon continue rough edit for final project / all source material due wed continue rough edit for final project	mon rough cut presentation for final project wed no class	mon begin final editing of final project • production book due wed continue final editing of final project	mon continue final editing of final project wed continue final editing of final project	mon finish final editing of final project wed final project presentations • semester cd due