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MAR 508.01: Media Arts Production

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MAR 508
media arts production
professor: rick hughes

course overview

description

mar 508 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. students will actualize their idea through creative selections in the areas of story structure and audio/visual design

process

storyyou'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, photoshop, illustrator, and soundedit 16 .

- for projects #1 and #3 you will create and then hand in production book which is described in the 2. mar 111 production process sheet.
- classes will generally be divided into a discussion period the beginning that will deal with the production process and the primary editing period.
- attendance is important and is a factor in determining your grade. one of the advantages of this classroom setting is the opportunity to interact with 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 is 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 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 hierarchy etc. in addition, we will introduce you to the primary software programs (premiere, photoshop, illustrator, soundedit 16) that you will be using and help establish a solid 'overview' of how they function.

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.

mar 508 media arts production

fall 2000

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]	tue begin rough edit of project #1 • story outline due	tue continue rough edit of project #1 • all audio due	tue begin final edit of project #1	tue final edit of project #1 • story outline for final project due
thrs production process overview	thrs continue rough edit of project #1	thrs rough cut version of project #1 due	thrs continue final edit of project #1	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']	tue continue edit of project #2	tue final edit of project #2	tue begin production for final project	tue holiday no class
thrs continue edit of project #2	thrs continue edit of project #2	thrs project #2 presentations	thrs continue production of final project	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	tue continue rough editing of final project / all source material due	tue continue rough editing of final project	tue begin final editing of final project	tue continue final editing of final project
thrs continue rough editing of final project	thrs holiday no class	thrs rough cut presentations of final project	thrs continue final editing of final project	thrs final project due turn in final CC (all 3 projects)

12/15: public presentation of the final projects