Digital Multimedia
Week 1
## Digital Multimedia

### CALENDAR

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
<th>Week 9</th>
<th>Week 10</th>
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<tbody>
<tr>
<td>1.13</td>
<td>1.20</td>
<td>1.27</td>
<td>2.03</td>
<td>2.10</td>
<td>2.17</td>
<td>2.24</td>
<td>3.03</td>
<td>3.10</td>
<td>3.17</td>
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<tr>
<td>Intro to the class, intro to all applications &amp; all assignments; Lesson: Intro to Premiere Interface, Lesson: Using Premiere tools and panels. Adding motion to still images. Adding audio; HW - Still Image Assignment due (critique); Review of the Premiere Interface. Buy MiniDV tapes</td>
<td>Lesson: Capturing Video and Audio - the full process; Recording Voice narration and adding custom sound effects; Lesson: Exporting formats and compression; Basic Text animation in AE.</td>
<td>HW - Documentary Video Assignment due (critique); Intro to Final Assignment; Lesson: 3D in AE</td>
<td>Lesson: More After Effects</td>
<td>HW – Final Project Storyboards Due; Lesson: More After Effects</td>
<td>Lesson: More After Effects</td>
<td>MID-TERM – Final Project Story reels Due;</td>
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| INTRO DAY | WORK DAY | CRITIQUE | WORK DAY | WORK DAY | CRITIQUE | WORK DAY | WORK DAY | WORK DAY | CRITIQUE |

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<table>
<thead>
<tr>
<th>Week 11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
<th>Week 17</th>
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<tbody>
<tr>
<td>3.24</td>
<td>3.31</td>
<td>4.07</td>
<td>4.14</td>
<td>4.21</td>
<td>4.28</td>
<td>5.05</td>
</tr>
<tr>
<td>NO CLASS – SPRING BREAK</td>
<td>Lesson: More After Effects</td>
<td>Final Project Draft #1 due;</td>
<td>Lesson: More After Effects</td>
<td>Final Project Second Drafts Are Due</td>
<td>WORK DAY</td>
<td>Final Project Due</td>
</tr>
</tbody>
</table>

| WORK DAY | WORK DAY | WORK DAY | WORK DAY | WORK DAY | CRITIQUE |
EXAMPLE

• What’s wrong with this picture?
  • by Jeffrey Travis
    • http://www.atomfilms.com/af/content/wrong_picture
    • http://www.ifilm.com/ifilmdetail/2460986
EXAMPLE

• BMW 5 series video site
  • http://www.bmw.com/com/_shortcuts/5series/
• Volvo V50 video site
  • http://demo.fb.se/e/v50/site/flash.html
INTRODUCTION

• intro to the course, me, & you
• game plan for the semester
• overview of the syllabus
  • weekly and bi-weekly assignments
  • two major projects (mid-term and final)
• homework
EXTRA COSTS

• Blank DVDs
• Blank MiniDV tapes
• Optional: External Hard Drive
• Optional: Video Camcorder
LESSON

• What is Digital Multimedia?
  • [Link to Google search for definition of multimedia]
  • Multimedia is a combination of:
    1. Image
    2. Text
    3. Sound
    4. Time
SOFTWARE

- Adobe Premiere
  - Mac people may be able to get away with using Final Cut, but I do not advise you to do this because we do not have it here in the labs
- Adobe After Effects
- Adobe Audition (Soundbooth is another audio option)
- Adobe Encore
- Adobe Flash & Adobe’s Media Encoder
LESSON

- Technical video details:
  - NTSC
    - 720x480 with a 0.9 Aspect Pixel Ratio
    - 640x480 with a 1.0 Square Pixel Ratio
  - Still image file formats – tif, tiff, jpg, jpeg, gif, eps, ai, psd, etc.
  - Video file formats – Windows (avi, wmv, mpg, mpeg), Mac (mov)
  - screen ratio dimensions: 16x9 vs. 4x3
DIGITAL MULTIMEDIA PROCESS

- Video & Film Projects
  - Basic 3 step process
    1. pre-production
    2. production
    3. post production

- Importance of planning, writing, and being a designer (designing)
  - KISS (keep it simple stupid)
  - Make sure that you always have a vision in mind, then try to achieve it – best way to do this is by looking at the work of others and analyzing it
DIGITAL MULTIMEDIA PROCESS

• STEP #1 – PRE-PRODUCTION
  • Logline, Synopsis, Outline, Treatment
  • Script
  • Storyboard
  • Shot list

• STEP #2 - PRODUCTION
  • The shoot
DIGITAL MULTIMEDIA PROCESS

• STEP #3 – POST PRODUCTION
  • Digital Asset Management (folder structure)
  • Digitizing Footage (capture)
  • Logging clips
  • Editing
  • Opticals (fades, wipes, etc.)
  • Color Correction (and texture effects)
  • Titles
  • Rendering
  • Authoring (to VHS, BETA, DVD, web formats, etc.)
LESSON

- Animating & Adding Effects
  - Motion
    - Scale
    - Position
  - Effects
    - Cross dissolve
    - Dip to black
HOMEWORK

• Watch the Adobe video lessons posted on our class web page.
• Reading (skim it):
  • Adobe’s DV Primer (.pdf)
ASSIGNMENT

• Create a class web site for yourself to post all assignments
  • The url should be http://www2.hawaii.edu/~yourname/art222/index.html
• Watch the Adobe video lessons posted on our class web page.
• Read (skim) Adobe’s DV Primer (.pdf)
  • http://www.adobe.com/designcenter/premiere/articles/dvprimer/dvprimer.pdf

Due: Week 1
ASSIGNMENT

Due: Week 3

• Still Image Assignment
  • Assignment: Create an auto-play DVD containing a time-based video using only still images. Music is mandatory. Text is optional.
  • purpose/objective:
    • To begin planning and designing while considering the cinematic elements of timing and pacing.
    • To learn how control the timeline and edit content in Adobe Premiere.
  • format:
    • One auto-play DVD – please bring it to class. Do not try to post online.
ASSIGNMENT

• Still Image Assignment
  • Restrictions:
    • No shorter than 10 seconds
    • No longer than 2 minutes
    • Still images only

Due: Week 3
HOW TO GET STARTED

• Still Image Assignment
  • Gather images
    • Try to think conceptually/come up with a narrative
  • Buy some blank DVDs
    • Bring a blank DVD to our next class so that you can burn a test DVD
  • Bring in a music CD or mp3 files of music you would like to add to it.
QUESTIONS

• Now is your chance to ask any questions that you may have regarding the course.