Description: Computer Based Video Production for Web and Multimedia

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>MMS</td>
<td>1002</td>
<td>25279</td>
<td>2, 2003</td>
<td>ONC</td>
<td>1.00</td>
<td>TWMBA</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100703

STAFFING
Examiner: Stuart Thorp
Moderator: David Boreham

PRE-REQUISITES
Pre-requisite: MMS1001

SYNOPSIS
This subject provides an introduction to the application of computer based video techniques for incorporation into Web and Multimedia products. On successful completion of this course students will have developed an understanding of the convergences of various video formats (digital and analogue), compression techniques, fractal image and video coding, and file formats for the deployment of video into web and multimedia production. Camera skills, digital processing techniques, editing methods and presentational contexts will be considered from the specific requirements of video in web and multimedia production.
OBJECTIVES
The objective of this course is to provide students with the basic skills to effectively employ computer based video imagery in multimedia production. On successful completion of this course, the student should be able to: Recognise the role of the video camera as an image source in Web and Multimedia production; Demonstrate a knowledge of computer based video capture and processing techniques and systems; Edit and re-edit video material for new media applications; Prepare digital video materials for a specific presentational context including Internet streaming, CD, DVD and analogue tape.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Recognise the role of the video camera as an image source in Web and Multimedia production including:</td>
<td>20.00</td>
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<tr>
<td>1.1. Framal reference and screen design</td>
<td></td>
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<tr>
<td>1.2. Lighting and colour temperature, both in-camera and software correction techniques</td>
<td></td>
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<td>1.3. In-camera FX and Blue screen techniques</td>
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<td>2. Be able to demonstrate a knowledge of:</td>
<td>20.00</td>
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<tr>
<td>2.1. Computer based video capture and processing systems</td>
<td></td>
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<tr>
<td>2.2. Computer based video capture techniques</td>
<td></td>
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<tr>
<td>2.3. Computer based video file formats</td>
<td></td>
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<td>2.4. Computer based video codecs</td>
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3. Have demonstrable skills in video processing techniques including:

3.1. Computer based colour temperature matching and correction in software driven post production

3.2. Computer based special effects

3.3. Computer based overlays and super imposition

3.4. Computer based titling and transition

3.5. Computer based audio file preparation

4. Be able to edit and re-edit video material for new media applications:

4.1. Edit decision lists and timelines

4.2. Continuity

4.3. Pace

4.4. Audio synchronisation

4.5. File format conversions

5. Prepare digital video materials for a specific presentational context including:

5.1. Internet streaming

5.2. Incorporation into Multimedia projects - Web, CD and DVD

5.3. Prepare digital video for computer mediated analogue video

**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.

At least one (1) blank CD-R disc
At least one (1) Blank DVD-R disc
At least one (1) Blank Mini DV Cam Tape
A high quality VHS tape may also be required for personal archives

**REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Directed Study</td>
<td>50</td>
</tr>
<tr>
<td>Lectures</td>
<td>14</td>
</tr>
<tr>
<td>Private Study</td>
<td>70</td>
</tr>
<tr>
<td>Tutorials or Workshops</td>
<td>28</td>
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**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
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<tbody>
<tr>
<td>PORTFOLIO OF EXERCISES</td>
<td>100.00</td>
<td>30.00</td>
<td>Y</td>
<td>21 Jul 2003 (see note )</td>
</tr>
<tr>
<td>3 MINUTE VIDEO PROJECT</td>
<td>100.00</td>
<td>50.00</td>
<td>Y</td>
<td>21 Jul 2003 (see note )</td>
</tr>
<tr>
<td>FINAL EXAM</td>
<td>100.00</td>
<td>20.00</td>
<td>Y</td>
<td>END S2 (see note )</td>
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**NOTES:**

. Due dates will be organised early in the semester and this assignment will be presented by the student for critique in-class.
. Due dates will be organised early in the semester and this assignment will be presented by the student for critique in-class.
. Exam dates will be advised when timetables are finalised.
IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the student's responsibility to attend and participate appropriately in all activities
   (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.

6 Examination information:
   The exam for this course is a CLOSED EXAMINATION, and candidates are allowed to bring only writing and drawing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
   Any deferred or supplementary examinations for this course will be held during the next examination period.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook.

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have
failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

1 Given course objectives, students are strongly advised to attend classes and workshops.