



# ITP220: Video Editing and Special Effects

## Objective

To provide students with a hands on approach to video editing and special effects using the Adobe Premier, After Effects, and Encore applications. In addition to teaching the production tools, the class emphasizes how to generate compelling ideas, techniques for image and sound control, and different editing styles.

## Concepts

**Prerequisite** None

## Lecture

## Lab

## Textbook

**Grading** The following point-structure will be used in determining the grade for the course. Final grade will be based upon the total points received, the highest total in the class, and the average of the class.

Projects	200
Midterm Exam	100
Final Exam	100
Total	400

- Policies**
- Make-up policy for exams: In order to make up for a missed exam, the student must provide a satisfactory reason along with proper documentation. Usually make-ups are allowed only under extraordinary circumstances.
  - Projects: It is YOUR responsibility to turn in your lab projects on, or before, the deadlines as set by the instructor. IT IS NOT THE RESPONSIBILITY OF THE LAB TA!
  - Late Projects: Late submission of projects will lead to loss on point, so please turn in your projects on time! No projects will be accepted after 2 weeks beyond the project's original due date. Everything regarding a project should be settled within 2 weeks of the project's due date.

- Though working together is encouraged, the projects must be your own effort. "Duplicate" projects will all receive zero points and possible referral to the Office for Student Conduct.
- All students should read, understand and abide by the University Student Conduct Code  
<http://www.usc.edu/dept/publications/SCAMPUS/governance/gov03.html>

# Video Editing and Special Effects

## ITP220 (2 Units)

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### Course Outline

#### Week 1 – Introduction

- Overview of the course
- What is video editing?
- Refining an idea
- Introduction to the applications
- File management in Bridge

**Assignment:** Instructor Notes

#### Week 2 – Technical and Creative Issues in Digital Editing

- Intro to Premier & After Effects
- Demo: Basic Usage
- Exporting for monitors (QuickTime)
- RGB vs. CMYK
- NTSC vs. PAL
- Pixel vs. Vector

**Assignment:** Create a 15 sec. timeline and export into small and large QuickTime files

#### Week 3 – Generating Ideas

- Mind Mapping
- Storyboarding
- Begin Exploring Individual Ideas
- Editing Demo

**Assignment:**

1. Create a mind map with titles, color and images
2. Create a rough storyboard from the mind map

#### Week 4 – 15 – 30sec. Spot

- Critique Spots on Web
- Pick strengths in mind map
- Storyboarding for Spot
- Editing Techniques to emphasize idea

**Assignment:** Edit 15 - 30 sec. spot

#### Week 5 – Using Media

- Copyright Issues

- Talent Releases
- Media Libraries
- Available Effects
- Managing Media
- Demo

**Assignment:**

Create Storyboard for 15 – 30sec. spot

Edit 15 – 30 second spot

**Week 6** – Titles, Layers and Effects

- Techniques to Create 3-D Illusion on 2-D surface
  - Smoke/Haze
  - Movement of Camera
  - Selective Focus
  - Color
  - Light
- Titles
  - Lower Thirds
- Demo

**Assignment:** Create a 5 – 15 second piece using Titles and at least two of the 3D Illusion techniques

**Week 7** - Editing With Sound

- Necessities and Possibilities of Sound
- Levels of Sound
  - Voice/Dialogue
  - Music
  - Foley
  - Ambient
- Demo

**Assignment:** Create a piece using at least two levels of sound

**Week 8** – Exporting and Mastering Sound

- Workflow Between Premier/SoundBooth
- Mastering
- Demo

**Assignment:** Add consistency to an uneven sound file

**Week 9** – Midterm

**Week 10** – The Era of the One Minute Edit

- Online Phenomenon
- Business Demands
- An Addition to Existing Media
  - Snack Food Example

**Assignment:** Write down ten different micro-media pieces that are in operation and what made them effective or not

effective.

**Week 11** – Understanding Online Viral Distribution

- The Long Tail
- The Secret
- MySpace
- YouTube

**Assignment:** Watch an hour of YouTube and take notes on what does or does not draw your interest.

**Week 12** – YouTube Creation

- Design Considerations
- Build List of Content
- Audience Considerations
- Uploading
- Explain YouTube Class Competition

**Assignment:**

1. Create Storyboard for 60 – 90 second edit
2. Upload previous projects onto YouTube

**Week 13** – Production Session #1

- Start final project edits
- Generate creative options
- Acquire and manage media

**Assignment:** Have initial timeline completed on final project

**Week 14** – Production Session #2

- Sound Considerations
- Synching Sound
- Add Layers of Sound

**Assignment:** Continue Building Final Project

**Week 15** – Production Session #3

- Final Considerations
- Creatively approaching production problems

**Assignment:** Completed Final Project Uploaded to YouTube

**Week 16** - Student Final Project Demos and Contest Winners