



# ITP411: Creative Media Production

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**Objective** To provide students with a comprehensive understanding of the Adobe Creative Suite 3 (CS3) applications in order to go from DVD concept to completion. Basic workflow in Premier, After Effects, Encore, Photoshop, Soundbooth, and Bridge will be covered.

## 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>

# Creative Media Production

## ITP411 (3 Units)

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### Course Outline

#### Week 1 – Introduction

- Overview of the course
- What is Creative Media?
- What is IT Creative Media?

**Reading Assignment:** *Instructor Notes*

#### Week 2 – CS3 Building Blocks

- Images
- Video
- Animation
- Text
- Sound

**Reading Assignment:**  
**Laboratory:**

#### Week 3 – File Management: Work Flow Overview

- File formats
- Bridge
  - App to App continuity
  - Dynamic Link
- Interfaces
  - Photoshop
  - After Effects
  - Premier
  - Sound Booth
  - Encore

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**Reading Assignment:**  
**Laboratory :**

#### Week 4 – Working with Imagery: Photoshop Basics

- Tools
- Image Formats
- Image Editing

- Layers
- Basic Effects

**Reading Assignment:**

**Laboratory:**

**Week 5** – Simple Animation: After Effects Basics

- Importing Project Elements
- Timeline
- Layers
- Keyframes
- Basic Effects
- Masking
- Dynamic Linking to Bridge

**Reading Assignment:**

**Laboratory:**

**Week 6** – Video Editing: Premier Basics

- Content Organization
- Content Workflow
- Timeline Construction
- Markers
- Effects
- Dynamic Linking to Bridge

**Reading Assignment:**

**Laboratory:**

**Week 7** - Editing and Mastering Sound: SoundBooth

- Understanding Sound Files
- Cleaning Up
- Mastering
- Effects
- Dynamic Linking to Bridge

**Reading Assignment:**

**Laboratory:**

**Week 8** – DVD Authoring: Encore

- Menus
- Tracks
- Buttons/Links
- 1<sup>st</sup> Play
- Functional Flash File export
- Dynamic Linking

**Reading Assignment:**

**Laboratory:**

**Week 9** – Midterm

**Week 10** – Keying: After Effects Plugin: Keylight

- Keylight Interface
  - Masking
  - Eyedropping Color
  - Views
  - Screen Matte
  - Clip Rollback
  - Screen Srink
  - Despill Bias
  - Exporting Considerations

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**Reading Assignment:**  
**Laboratory:**

**Week 11** – Chaptered DVD

- Design Considerations
  - Color Choices
  - Graphic Balance
  - Print and Digital details
- Product Goals
- Define Audience
- Acquire Media

**Reading assignment:**  
**Laboratory:**

**Week 12** – Creative Session

- The Creative Mind
- Generating Ideas
- Mind Mapping

**Reading Assignment:**  
**Laboratory:**

**Week 13** – Begin Building Product

- File Management
- Dynamic Linking
- Shared Media
- Refining Ideas

**Reading Assignment:**  
**Laboratory:**

**Week 14** – Synching Sound/Video

- Levels of Sound
  - Voice/Dialogue
  - Music
  - Foley

- Ambient
- Workflow Between Premier/SoundBooth
- Mastering

**Reading Assignment:**

**Laboratory:**

**Week 15 – DVD Authoring**

- Duplication & Replication
- Packaging
- Delivering

**Reading Assignment:**

**Laboratory:**

**Week 16 - Student Final Project Demos**