

## AD 33100 Digital Video Production & Aesthetics

Instructor: Sara Poer  
Office Hours: By appointment only  
Email: spoer@purdue.edu

PAO Building Hours  
Monday – Friday  
Saturday and Sunday

PHOTO LAB Hours  
Monday – Thursday  
Saturday and Sunday

### Course Description:

Credit Hours: 3.00. This course is a basic studio introduction to video production and how video can be used as an artistic medium in conjunction with the student's photography. Topics include video/film formats, lighting, audio, editing, distribution, experimental, commercial and music video, production paperwork and extensive time spent on mastering the camera. Classes will consist of hands-on demonstrations, group assignments and critiques.

CRN: 12749

### Materials:

Camera – You can use a lab video camera or your own DSLR with video capabilities.  
USB Drive – You will need to save a hard copy of your work as well as a copy on the server.

Blackboard: All handouts and power points will be made available via Blackboard. I will also use it to send out class messages.

### Attendance:

Attendance is key to your success in this class. If you aren't here you will miss demonstrations and feedback from your peers and me. This is how your work grows and progresses. If your absences become an issue then it will affect your grade. If you arrive late ask a classmate what was covered before you arrived, continual late arrivals can also affect your grade.

|            |                       |
|------------|-----------------------|
| 1 absence  | No effect             |
| 2 absences | No effect             |
| 3 absences | No effect             |
| 4 absences | 1 letter grade lower  |
| 5 absences | 2 letter grades lower |
| 6 absences | Automatic Failure     |

Course Work and Grade Distribution: I don't give grades. You earn them.

|                  |     |
|------------------|-----|
| Video Project 1  | 10% |
| Video Project 2  | 10% |
| Video Project 3  | 10% |
| In Class Project | 10% |

|                     |     |
|---------------------|-----|
| Artist Presentation | 10% |
| Arts Enrichment     | 10% |
| Final Project       | 30% |
| Participation       | 10% |

Projects: Projects will feature a wide variety skills and creative content. Possibilities include but aren't limited to stop motion animation, music video, audio driven, and commercial video work. Late assignments can be accepted at the next class for a automatic 10% reduction.

Final Project: The final project will be a project of your creation that will represent your artistic voice as well as the skills you have learned over the semester. No late submissions will be accepted.

Classroom Behavior: During working sessions you can work on your computer with headphones (We don't all want to hear your audio.). On workdays I expect you to work in class and come prepared to work or else it will affect your grade. During demonstrations/class work you must be actively listening and participating or else I have the right to count you absent.

Academic Integrity: Copying or mimicking a famous work of art is common in the art world. If you do this you must acknowledge the original artist in some way. Any other copying of work, old student work, or fine art work will be treated as plagiarism.

Individuals are encouraged to alert university officials to potential breaches of this value by either emailing [integrity@purdue.edu](mailto:integrity@purdue.edu) or by calling 765-494-8778. While information may be submitted anonymously, the more information that is submitted provides the greatest opportunity for the university to investigate the concern.

Posting class handouts: Notes as well as course materials are considered derivative works of the instructors' materials and are subject to copyright. Therefore, these can't be posted online without my express written permission.

Nondiscrimination Policy: Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. Purdue's nondiscrimination policy can be found at [http://www.purdue.edu/purdue/ea\\_eou\\_statement.html](http://www.purdue.edu/purdue/ea_eou_statement.html).

DRC: Purdue University strives to make learning experiences as accessible as possible. If you anticipate or experience physical or academic barriers based on disability, you are welcome to let me know so that we can discuss options. You are also encouraged to contact the Disability Resource Center at: [drc@purdue.edu](mailto:drc@purdue.edu) or by phone: 765-494-1247. Please turn in your letter from the DRC as soon as possible so I can provide the best learning environment for you.

CAPS: If you're struggling and need mental health services: Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of mental health support, services are available. For help, such individuals should contact Counseling and Psychological Services (CAPS) at (765)494-6995 and <http://www.purdue.edu/caps/> during and after hours, on weekends and holidays, or by going to the CAPS office of the second floor of the Purdue University Student Health Center (PUSH) during business hours.

## **COURSE FEES**

Course Fees for Studio-Based Courses in the Department of Art & Design

Course fees for A&D studio-based courses enhance the educational experience of all students enrolled in studio-based courses in the Department of Art and Design.

The objectives of the course fees are:

1. To provide and maintain the best state-of-the-art equipment and support possible for optimal learning in all programs in the department.
2. To obtain and distribute course materials that are more economical to purchase in bulk, are more environmentally-friendly, or that may not be available locally.

Course fees do not cover all costs associated with a studio-based course. Students may have additional materials and/or texts to purchase in addition to what is supplied by the instructor.

## **Department of Art and Design course Fee Refund Policy**

If an Art and Design course with course fees is dropped within the first week of classes the fee will be removed from the student's account at 100%. If the student drops the course after the first week of classes the fee is considered non-refundable. If the student chooses to appeal this, they would need to contact the Chair of the Department of Art and Design; if an exception were approved then the Department Chair would email the Comptroller & Bursar Office to adjust the fee as appropriate.

## **LOCKERS:**

### **Locker Policy**

Purdue University is not responsible for the contents of lockers in the PAO Building. Students must purchase their own padlocks and must have a "combination lock" prior to reserving a locker. **No key locks are allowed.** Contents of and padlocks on "unauthorized" lockers or lockers with key combinations will be removed without prior notification. No open food or drink may be stored in lockers. All materials left in lockers after the "clean-out" deadline will be discarded.

### **Locker Procedures**

**Students must show their PUID in order to reserve a locker.** All regular lockers are assigned in the Art & Design Main Office (3121) on a first-come, first-serve basis. Records of all locker assignments, including padlock combinations, are securely kept on file in the Art and Design Main Office. **NOTE:** *There are specially-designed larger lockers on the second floor designated for printmaking students only. These lockers are checked out for one semester only and must be cleaned out at the end of each semester.*

## EMERGENCY PREPAREDNESS Part 1.

As we begin this semester I want to take a few minutes and discuss emergency preparedness. Purdue University is a very safe campus and there is a low probability that a serious incident will occur here at Purdue. However, just as we receive a “safety briefing” each time we get on an aircraft, we want to emphasize our emergency procedures for evacuation and shelter in place incidents. Our preparedness will be critical IF an unexpected event occurs!

Emergency preparedness is your personal responsibility. Purdue University is actively preparing for natural disasters or human-caused incidents with the ultimate goal of maintaining a safe and secure campus. Let’s review the following procedures:

- For any emergency text or call 911.
- There are more than 300 Emergency Telephones (aka blue lights) throughout campus that connect directly to the Purdue Police Department (PUPD). If you feel threatened or need help, push the button and you will be connected right away.
- If we hear a fire alarm we will immediately evacuate the building and proceed to the head statues outside by the courtyard.
  - Do not use the elevator.
  - Go over evacuation route...see specific Building Emergency Plan.
- If we are notified of a Shelter in Place requirement for a tornado warning we will work in the classroom and potentially allow others into the lab space.
- If we are notified of a Shelter in Place requirement for a hazardous materials release we will shelter in our classroom shutting any open doors and windows.
- If we are notified of a Shelter in Place requirement for an active threat such as a shooting we will shelter in this room until the University issues an all clear.

(NOTE: Each building will have different evacuation & shelter locations. The specific Building Emergency Plan will provide specific locations and procedures)

Attached to the syllabus is an “Emergency Preparedness for Classrooms” sheet that provides additional preparedness information. Please review the sheet and the Emergency Preparedness website for additional emergency preparedness information.

## EMERGENCY PREPAREDNESS Part 2.

EMERGENCY NOTIFICATION PROCEDURES are based on a simple concept – if you hear a fire alarm inside, proceed outside. If you hear a siren outside, proceed inside.

- Indoor Fire Alarms mean to stop class or research and immediately evacuate the building.
- Proceed to your Emergency Assembly Area away from building doors. Remain outside until police, fire, or other emergency response personnel provide additional guidance or tell you it is safe to leave.
- All Hazards Outdoor Emergency Warning Sirens mean to immediately seek shelter (Shelter in Place) in a safe location within the closest building.
  - “Shelter in place” means seeking immediate shelter inside a building or University residence. This course of action may need to be taken during a tornado, an active threat including a shooting or a release of hazardous materials in the outside air. Once safely inside, find out more details about the emergency\*. Remain in place until police, fire, or other emergency response personnel provide additional guidance or tell you it is safe to leave.

\*In both cases, you should seek additional clarifying information by all means possible...Purdue Emergency Status page, text message, Twitter, Desktop Alert, Albertus Beacon, digital signs, email alert, TV, radio, etc...review the Purdue Emergency Warning Notification System multi-communication layers at [http://www.purdue.edu/ehps/emergency\\_preparedness/warning-system.html](http://www.purdue.edu/ehps/emergency_preparedness/warning-system.html)

### EMERGENCY RESPONSE PROCEDURES:

- Review the Emergency Procedures Guidelines  
[https://www.purdue.edu/emergency\\_preparedness/flipchart/index.html](https://www.purdue.edu/emergency_preparedness/flipchart/index.html)
- Review the Building Emergency Plan (available on the Emergency Preparedness website or from the building deputy) for:
  - evacuation routes, exit points, and emergency assembly area
  - when and how to evacuate the building.
  - shelter in place procedures and locations
  - additional building specific procedures and requirements.

### EMERGENCY PREPAREDNESS AWARENESS VIDEOS

- "Run. Hide. Fight.®" is a 6-minute active shooter awareness video that illustrates what to look for and how to prepare and react to this type of incident. See:  
[https://www.youtube.com/watch?v=5mzI\\_5aj4Vs](https://www.youtube.com/watch?v=5mzI_5aj4Vs) (Link is also located on the EP website)

### MORE INFORMATION

Reference the Emergency Preparedness web site for additional information:  
[https://www.purdue.edu/ehps/emergency\\_preparedness/](https://www.purdue.edu/ehps/emergency_preparedness/)

## **SCHEDULE:**

Note: *This is a tentative schedule and is subject to change based on the instructor's discretion.*

### **Week 1**

August 20<sup>th</sup>

- Syllabus
- Lab Tour/Expectations

August 21<sup>st</sup>

- Camera Exploration

### **Week 2**

August 27<sup>th</sup>

- Introduction to Adobe Premiere
- Introduce Project 1

August 29<sup>th</sup>

- Project 1 work day
- Inclass Workshop

### **Week 3**

September 3<sup>rd</sup>

- Project 1 work day

September 5<sup>th</sup>

- Project 1 work day

### **Week 4**

September 10<sup>th</sup>

- *Critique Project 1*
- Introduce Class Project

September 12<sup>th</sup>

- Class Project

### **Week 5**

September 17<sup>th</sup>

- Class Project

September 19<sup>th</sup>

- Class Project
- Introduce Project 2

### **Week 6**

September 24<sup>th</sup>

- Project 2 Work day
- Audio Demo

September 26<sup>th</sup>

- Project 2 Work day

### **Week 7**

October 1<sup>st</sup>

- Project 2 Work day

October 3<sup>rd</sup>

- *Critique Project 2*

### **Week 7**

October 8<sup>th</sup> – Fall Break

October 10<sup>th</sup>

- ARTIST PRESENTATION DAY
- Introduce Project 3

### **Week 8**

October 15<sup>th</sup>

- Project 3 Work day
- Lighting Demo

October 17<sup>th</sup>

- Project 3 Work day

### **Week 9**

October 22<sup>nd</sup>

- Project 3 Work day

October 24<sup>th</sup>

- Project 3 Work day

### **Week 10**

October 29<sup>th</sup>

- Project 3 Work day

October 31<sup>st</sup>

- *Critique Project 3*
- Introduce Final Project

### **Week 11**

November 5<sup>th</sup>

- Out of Class Assignment

November 7<sup>th</sup>

- *Final Project Meetings*

### **Week 12 - Final**

November 12<sup>th</sup>

- Final Project Work day

November 14<sup>th</sup>

- Final Project Work day

### **Week 13 - Final**

November 19<sup>th</sup>

- Final Project Work day

November 21<sup>st</sup>

- Final Project Work day

### **Week 14 - Final**

November 26<sup>th</sup>

- Final Project Work day

November 28<sup>th</sup> – Thanksgiving Break

**Week 15 - Final**

December 3<sup>rd</sup>

- Final Project Work day

December 5<sup>th</sup>

- *Final Project Critique*

**Week 16 - Finals**

If more time is needed we can hold final Critique during finals week. I will decide this as the semester progresses.