



MMDA 202 - Digital Media Foundations

Description

In this course learners will explore basic animation theory, motion graphics, and audio and video concepts. Learners will use basic programming scripts to develop basic interactive presentations.

3 Credits

Time Guidelines

The standard instructional time for this course is 75 hours.

Course Assessment

Assignments	40%
Projects	60%
<hr/>	
Total	100%

Use of Turnitin

The instructor may submit student work in this course to Turnitin's test-matching software program, to help assess the academic integrity of student work in this course. Turnitin results may be considered as one piece of evidence in academic misconduct hearings. Turnitin is an American company that keeps no unencrypted student identity data in the United States unless the students themselves choose to share this information in their submission. Students should limit their sharing of personally identifiable information by not including their names and student ID numbers within the text body of submitted assignments. SAIT has carefully reviewed this company's data management procedures.

Other Course Information

Optional Reference Publications:

Jago, M. (2022). Adobe Premiere Pro Classroom in a Book. Adobe Press.

Ascher, S. (2012). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: Fifth Edition. Plume.

Course Learning Outcomes

1. Develop pre-production documents.

Objectives:

- 1.1 Describe the video production workflow.
- 1.2 Explain the purpose of storyboarding.
- 1.3 Evaluate storyboards to identify effective storytelling techniques.
- 1.4 Write a video script.
- 1.5 Integrate feedback into a storyboard.

1.6 Prepare additional documentation for video recording.

1.7 Analyze the impacts of diversity and inclusion on digital media production

2. Operate a camera.

Objectives:

2.1 Explain the function of various camera parts.

2.2 Explain how exposure is related to aperture, shutter speed and ISO.

2.3 Compare camera types and their codecs, sensor sizes, and megapixels.

2.4 Demonstrate how to adjust camera settings.

2.5 Use composition to enhance a video shot.

2.6 Apply camera movement best practices.

2.7 Produce photography stills

3. Construct a lighting setup.

Objectives:

3.1 Explain the role of lighting in digital media.

3.2 Describe the different types of lighting equipment.

3.3 Discuss the impacts of different light sources.

3.4 Apply lighting best practices.

3.5 Use lighting tools to establish atmosphere.

4. Produce high-quality audio recordings.

Objectives:

4.1 Explain how sound impacts viewer experience.

4.2 Describe the various types of sound equipment.

4.3 Compare analog and digital audio.

4.4 Demonstrate how to record Foley sounds.

4.5 Demonstrate audio recording best practices.

4.6 Apply audio editing best practices.

4.7 Manipulate waveforms in a digital audio workstation.

5. Apply video editing best practices.

Objectives:

5.1 Describe video editing terminology.

5.2 Use video editing software to assemble video footage.

5.3 Use the proxy workflow.

5.4 Use sequence settings to enhance video.

5.5 Apply look-up tables (LUTs) to videos.

5.6 Demonstrate how to export a video.

6. Prepare video for deployment.

Objectives:

6.1 Demonstrate how to shoot video on a smartphone.

6.2 Use a smartphone app to edit a video.

6.3 Demonstrate how to optimize video files for different platforms.

6.4 Create captions for a video project.

6.5 Prepare metadata for video.

6.6 Integrate feedback into a video.

SAIT Policies and Procedures:

For information on the SAIT Grading Scale, please visit policy AC 3.1.1 Grading Progression Procedure, found on the SAIT Academic Policies and Procedures page: <https://www.sait.ca/about-sait/administration/policies-and-procedures>

For information on SAIT Academic Policies, please visit: www.sait.ca/about-sait/administration/policies-and-procedures/academic-student

Copyright 2015 - 2024, Southern Alberta Institute of Technology (SAIT). All Rights Reserved.

This document and materials herein are protected by applicable intellectual property laws. Unauthorized reproduction and distribution of this publication in whole or part is prohibited.
