

January 30, 2017

Dear Parent or Guardian:

Welcome to the first week of **Media Production** at Henderson Bay High School! Media Semester 2 primarily works with video editing. The video editing program we are using is Adobe Premiere CC.

Both video editing and flash animation use amazing software that is exciting, fun, flexible and challenging. We have great tools for exploring what we can create. If at any time during the semester you have any questions about grades or assignments, please feel free to contact me at Henderson Bay High School Ph. 253.530.1769. I am also available by email: rieblj@psd401.net. Website is www.johnriebli.com To maintain current information on the progress of your student please use parent portal. I tend to be very current there. If a project shows no entry, it hasn't been turned in yet.

I am looking forward to an exciting year at Henderson Bay. We will be creating some high quality video in a lab well-equipped with computer technology.

Sincerely,

John Riebli
Architecture/Media/Photography/Yearbook/On Line Journalism Instructor
Henderson Bay High School

Parent Signature _____

Student Name: _____

Parent Email: _____

Media I Course Description

2016-2017

Instructor: John Riebli, Room 209

Henderson Bay High School

rieblij@psd401.net

Media I is an introduction to motion graphics; that is, graphics that use video and/or animation technology to create the illusion of motion utilizing the computer to capture or generate movement. (Possible career paths include video editor, compositing, special effects, computer graphics or new media developer.)

This class studies a wide variety of styles and techniques for titling video, compositing elements for narrative film, creating classic animation or doing 3D modeling. While learning to use digital graphic tools is crucial, learning to construct a well-designed graphic that communicates effectively is equally important. Students can expect to work with Photoshop CS6, Flash CS6, Adobe Premiere CS6, and possibly I-movie.

Examples of motion graphics include the typography and graphics you see in the titles of films or opening sequences for television or the graphics employed in television and web advertising. About 12 minutes of every hour of broadcast television is the work of the motion graphics designer.

Media I students can expect to create a series of short projects designed to develop skills in producing animations and video. Some of these animations may ultimately be placed on their individual web sites or uploaded to youtube or make their way into the on line newspaper.

Classroom Attendance Policy

Being in class and being part of the lesson is important to student success. In order to support student learning and high expectations, I have instituted an attendance policy for this course.

Course Outline – Units of Study

- I. Image acquisition overview. How to find graphics of appropriate resolution. How to get digital images into the computer. How to manage resolution and crop images. When to use raster and when to use vector images. How to create original images in Flash. Elements (Line, Shape, Direction, Size, Texture, Color, Value) and Principles (Balance, Gradation, Repetition, Contrast, Harmony, Dominance, Unity) of Design.**
- II. Building Composite images overview. Selecting, Cutting, Creating & Managing Layers in Photoshop, Flash, and Adobe Premiere.**
- III. Timeline Basics for Flash to include workspace, panels, understanding layers and setting preferences.**
- IV. Creating & editing symbols in Flash: understanding symbols, creating buttons, placing buttons on the stage, creating text buttons and invisible buttons, creating & using movie clips.**
- V. Creating animation: understanding animation, setting up motion tween animation, animating alpha levels and size, creating a shape tween, crating frame-by-frame animations, animating along a path, using timeline effects, using the bone tool and learning to rotograve.**
- VI. Basic video editing introduction.**
- VII. Compositing video. Learning to fade, chroma key and work with masks.**
- VIII. Bringing flash into video.**
- IX. Weaving sound with video and animation.**
- X. Managing a project with a real client.**
- XI. Actionscript may be introduced but is not the focus of this course.**

Flash Concepts covered include:

Learning the basics: looking at the flash workspace; working with panels, using the timeline and frames, understanding layers, and setting up preferences.

Creating graphics: Using the tools panel, creating graphics and drawing tools; using guides, grids, coordinates, and snapping; creating a new graphic; creating and using masks; adding strokes; using the library; importing and optimizing bitmaps; importing vector drawings; and using fills and gradients.

Using Text: Using the text tool; adding text to a document; using embedded fonts; looking at font properties, and adding a timeline effect to a text field.

Creating and editing symbols: understanding symbols; revisiting graphic symbols; creating buttons; placing buttons on the stage; creating text buttons; creating an invisible button; creating and using movie clips.

Creating animation: understanding animation; setting up motion tween animation; adding the motion tweens; animating alpha levels and size; creating a shape tween; creating frame-by-frame animations; animating along a path; and using timeline effects for animation.

Introduction of actionscript: Using actions to control the timeline; creating a play button; navigating with next, previous and go to concepts; manipulating variables.

Adding sound and video: using sound and video; importing sound into a document; controlling the sound; screens and navigation; adding transitions and a mask.

Publishing flash documents: publishing SWF files, detecting flash player; embedding a SWF in an HTML page.

Photoshop Concepts covered:

Learning the basics: controlling document size and density; understanding the different window panels available; working with layers as a concept; working with non-destructive editing as a concept.

Isolating an image: exploring different techniques for removing an image from a background; learning to use a mask; learning to control eraser types and size, learning different selection tools available.

Coloring images: learn how to modify colors in an image using adjustment layers.

Using layers: creating new layers; duplicating layers; arranging layers; opacity control; adjustment layers.

Premiere Pro Concepts covered:

Starting a project: NTSC standards; video format; how to save and manage files.

Importing video and audio: Capture from a camera or deck; importing an appropriate file; what audio formats are useable and how to rip them.

Learning window panels: tools, bin, timeline, viewer and canvas.

Editing concepts: in point, outpoint, fade, cut, key frame, keying, linking and unlinking, controlling speed, and managing sound levels.

Creating credits: Stills, rolling, and crawling credits.

Special effects: working with keying and matting to create fresh composite video. Integrating flash and video.

In addition the class will cover a brief introduction to cameras and camcorders, television production, story boarding and scripting plus job opportunities open to people in this field.