UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments <u>in one file</u> to the Chair of the College Curriculum Committee.

COLLEGE (check one):	Arts and Sciences	X	Business		Education	
Proposal Submitted By:Jason Robinson			Date Prepared:11/6/17			
Course Title:	Digital Video Production					
Department/discipline and course number*:		Art and Art History, ARTS219				
Prerequisites:		ARTS104				

This course number must be approved by the Office of the Registrar <u>before</u> the proposal is submitted.

Number of credits:	3	Will this course meet for at least 700 contact minutes for each credit hour proposed? *If no, provide a credit hour justification.*	**YES**	x	**NO**	
Will this be a *new*, repeatable "special topics" course? (Do you want students to be able to take this new course more than once if the topic changes?)			**NO**	x	**YES**	

Date of first offering of this *new* course: **FALL SEMESTER, year**		Spring 2019	
Proposed frequency of offering of the course:		Every other semester/every third semester	
Proposed enrollment limit for the course:		15	
List the faculty who will likely teach the course:		Jason Robinson	
Are ANY new resources required?	**NO**	X	**YES**		*Document in attached impact statement*

**The earliest the course may be offered is the fall semester of the academic year FOLLOWING the year in which the course proposal is approved.

This new course will be (check all that apply):					
Required in the major		Required in the minor		General Elective	
Elective in the major	X	Elective in the minor		General Education**	

***AFTER the new course is approved, a separate proposal <u>must be</u> sent to the General Education Committee.*

Catalog Description (suggested length – less than 50 words):	

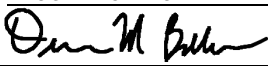| COURSE HISTORY:	Was this course taught previously as a topics or experimental course?	**YES**	X	**NO**	
Course Number and Title of Previous Course		**Semester Offered**		**Enrollment**	
ARTS 281K: Digital Video Production		Sprinf 2018		15	

X	**CHECK HERE** if the proposed course is to be *equated* with the earlier topics or experimental offerings. If equated, students who took the earlier "topics" course will only be able to take the new course as a repeat (C- grade or lower).

<u>NOTE:</u> If the proposed course has not been previously offered as a topics or experimental course, **explain in the attached rationale statement** why the course should be adopted even though it has not been tried out.

REQUIRED ATTACHMENTS:
1. **Rationale Statement** – Why is this course needed? What purposes will it serve?
2. **Credit Hour Justification** (if required) – explain how this course will comply with the UMW Credit Hours Policy (D.5.3)
3. **Impact Statement** – Provide details about the Library, space, staffing, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. *Any change that impacts another Department must have a written statement (such as an email) from the Chair(s) agreeing to the change.*
4. **Sample Syllabus**

Department Chair Approval: Jon McMillan   **Date:**   11/6/17

CCC Chair Approval: _____   **Date:** 11/09/17

UCC Chair Approval: _____   **Date:** 11/16/17

New Course Proposal Cover Sheet (October 2017, final)

Rationale Statement

I am proposing the addition of a Digital Video Production course to fulfill an important need within the Studio Art major and across the University. Currently Studio Art offers a 100 level digital art course, ARTS104 - Digital Approaches to Fine Art that functions as a foundations level introduction to the techniques and history of digital art making. The major also offers a 400 level course, ARTS454 -Approaches to Video Art, a hybrid seminar/studio art course that serves as both a comprehensive examination of the international history of experimental film and video art as well as an opportunity to explore historical and modern moving image making techniques. The proposed course ARTS219 Digital Video Production will build upon concepts and techniques introduced in ARTS104 and provide a valuable foundation in cinematography, editing, performance, and sound that will better prepare students for the rigor of ARTS454.

As the digital art offerings in the Studio Art major continue to expand, it is important for students to have a clear and logical sequence of courses like we have already established within the other disciplines in our program. The curriculum of ARTS219 also informs the material covered in the program's other digital art course, Animation ARTS226. These two 200 level course have been designed to supplement each other as they both build on the concepts and techniques covered in ARTS104.

Video production is a rapidly growing employment sector with old media companies announcing, "pivots to video" almost daily. Video is already being regularly used in courses across the University including Business, Education, History, Digital Studies, and Communications but UMW does not have any classes that specifically teach the fundamentals of making videos. The Digital Knowledge Center currently offers tutoring in video editing and production. This service will continue to be an invaluable resource for the UMW community with the addition of ARTS219 but it will no longer being the only option for students interested in learning video production.

As is already the case with ARTS104 and ARTS454, I am planning on cross-listing ARTS219 as an elective with the Digital Studies minor.

Impact Statement

This course will be taught in the Studio Art Digital Lab in Melchers using preexisting computers and equipment. Assistant Professor of Digital Art, Jason Robinson will be responsible for teaching the course. We do not anticipate any new demands on the Library or any other departments.

Sample Syllabus - Please see next page.

Digital Video Production
ARTS219 SPRING 2018

University of Mary Washington
Department of Art and Art History
Tuesday and Thursday 9:00 Am -11:50 Am
Melchers 209 aka The Digi Lab
Jason Robinson Office Hours:
jrobinson@umw.edu M/W 11:30a-1:00p
540.654.5989 (office) T/R 1:30p-2:30p
112 Melchers And by appointment

Course Description
Video as a technology and an art form is still relatively new. This course is an opportunity to experiment with the technique and process of a young medium. You will explore moving images and sound as a means of personal artistic expression rather than as a tool of consumerism. Class meetings will consist of lectures, technical demonstrations, screenings, in-class assignments and self-directed studio time. Over the course of the semester we will primarily focus on cinematography, editing, performance, and sound. This semester expand your ideas of what is possible with the moving image. There is no formula to Video Art. Take chances. Be bold. And make cool stuff.

Online Resources
Course website: video.umwdigi.com
Digital Knowledge Center - dkc.umw.edu
Vimeo channel: vimeo.com/channels/umwvideoart
Video School: Vimeo.com/videoschool
Lynda (requires subscription): lynda.com

Required Materials list
A digital camera (DSLR, point and shoot, smart phone)
Tripod
Mac-compatible USB 2.0 and/or Thunderbolt hard drive – at least 500 GB (required)
Your own personal dedicated Vimeo account (required)

Suggested Reading
There is no required text for this class. Any assigned readings will be provided but the following books are highly recommended.
- Action!: Professor Know-it-All's Illustrated Guide to Film & Video Making by Bill Brown
- Single-camera Video Production by Robert B. Musburger
- The Filmmakers Handbook by Steven Ascher and Edward Pincus

Tech
Our primary software will be Adobe Photoshop CS6, Adobe After Effects CC, and Final Cut Pro X. The Melchers Digi Lab is outfitted with fifteen iMacs. All of the work stations have FCPX and twelve of them have After Effects installed. There are an additional five computers with these programs in the Multimedia editing lab in the

basement of the Convergence Center. This room is locked 24/7 and requires an Eagle One card to access.

Cameras and tripods can be checked out at the main desk of the ITCC and a limited number of cameras, tripods, mounts, lights and iOS devices can be checked out directly from me.

Learning Outcomes

1. Learn to conceptualize and plan a short animated video and then film, import, edit, and export your completed piece to a variety of viewable formats.

2. . Demonstrate a basic proficiency in camera techniques, sound recording, and nonlinear video and sound editing.

3. Practice giving and receiving incisive and constructive criticism during in class critiques.

Your final grade will be based on these components:
48% Projects (6 points each)
5% Final Pitch
5% Final Plan/Schedule
12% Participation
10% Work-In-Progress
20% Final Project

Final Project Grading

Your final will be based on a three part rubric..
• Technical Parameters (Proficiency In)
• Originality/Risk taking/Conceptual Strength
• Execution/How well did all of these great ideas come together?

A note on mini projects

These mini-projects are designed to provide an immediate opportunity to practice and explore new techniques introduced during lectures and demonstrations. You will be given an opportunity to work on these in class though you may not always be able to finish them. These will be graded on a pass/fail rubric. If you turn it in on time and all of the requirement of the exercise are met, you will receive an 8. Incomplete work and assignments turned in after the initial due date will receive a 4. Failure to complete the assignment will result in a grade of 0.

Important Due Dates (In the event of a change you will be given adequate warning)

All work must be uploaded to the class blog by the start of class on the below due dates..
JANUARY 24……………….…………Exercise 1
JANUARY 31…………………….…….Exercise 2
FEBRUARY 7……………………..……Exercise 3
FEBRUARY 14…………………….…… Exercise 4
FEBRUARY 26…………………….……Exercise 5
MARCH 12…,………………………….. Exercise 6
MARCH 28 …… ……………………….. Final Pitch
APRIL 4 ……………………………….. Final Plan/Schedule
APRIL 16……………………………… Works-In-Progress Screening
MAY 2 (12:00 PM) …………………..…Final Screening

Lab Access
At the beginning of the semester you will issued a lab pass and a six digit PIN that will grant you 24 hour access (with the exception of other class times) to the Melchers Digi Lab. This privilege is dependent on adherence to the lab policies that will be outlined in a separate document.

Attendance and Participation Policy for Studio Art at UMW
A primary responsibility of students is class attendance. Learning is an experience that requires active participation, and the University expects student responsibility regarding their scheduled classes. Participation accounts for 12% of your grade. Participation includes contributing to class discussions and critiques as well as working diligently during in class assignments and being both physically and mentally present. In Studio Art classes, attendance is taken at the beginning of class and you are expected to arrive on time and remain until instructor dismisses the class. You are permitted three absences, excused or otherwise. Absences on critique days will result in a full letter grade deduction for the assignment. Any further absences will lower your final grade. This is a demanding course with a heavy workload. If you fall behind it will be difficult to get back on track. You are also responsible for finding out what you missed during an absence.

Please visit: http://publications.umw.edu/undergraduatecatalog/academic_policies/enrollment for more information regarding religious observances and jury duty.

Students who expect to be absent for more than a full week of classes may contact Academic and Career Services to report the absence. Academic and Career Services will contact the instructors as a courtesy. There are no excused absences at the University of Mary Washington. Make up work is entirely at the discretion of each instructor and may require documentation

The Digital Knowledge Center
At the DKC Students can schedule one-on-one or small group tutorials with a trained peer tutor on a variety of subjects relating to common systems, technologies, and tools used in courses at UMW. Walk in appointments are occasionally available but it is better to schedule an appointment ahead of time at http://dkc.umw.edu. The Center is located in room 408 of the Hurley Convergence Center.

Honor Code
All visual and written assignments produced by each student in the course is expressly their own and is completed according to the requirements for the specific assignment. Infringements of this policy will be referred to the Honor Council.

Accessibility Statement
Please provide a letter from the office of disability resources to me within the first two weeks of class so that I can provide the proper accommodations throughout the semester.
Office of Disability Resources
401 Lee Hall
Tel: (540) 654-1266 / Fax: (540) 654-2155/Virginia Relay: (800) 828-1140
Email: odr@umw.edu

Sample Course Calendar

JANUARY 17 Syllabus - INTRO SCREENING.
JANUARY 22 One shot
JANUARY 24 gifs Exercise 1 Due
JANUARY 29 Intro to FCPX 1
JANUARY 31 Intro to FCPX 2 Exercise 2 Due
FEBRUARY 5 Camera Techniques 1
FEBRUARY 7 Camera Techniques 2 Exercise 3 Due
FEBRUARY 12 Audio recording and editing
FEBRUARY 14 Analog Filmmaking Exercise 4 Due
FEBRUARY 19 In Defense of the Amateur
FEBRUARY 21 Supercuts
FEBRUARY 26 Sonic Meditations Exercise 5 Due
FEBRUARY 28 Audio Collage
MARCH 12 Fluxus Exercise 6 Due
MARCH 14 Mashup
MARCH 19 Everything is a remix
MARCH 21 Remake
MARCH 26 Cameras. Intro to FCPX 2. Recording audio.
MARCH 28 Animation Final Pitch/Presentation
APRIL 2 Visiting Artist
APRIL 4 After Effects 1 Final Plan/Schedule
APRIL 9 After Effects 2
APRIL 11 Edit Day
APRIL 16 Works in Progress Screening Works in Progress Screening
APRIL 18 Work Day
APRIL 23 Work Day
APRIL 25 Work Day
MAY 2 FINAL SCREENING 12:00PM FINAL SCREENING 12:00PM