
COLLEGE OF IMAGING ARTS & SCIENCES

-----TOPIC OUTLINE FORM-----

This form must be completed each time a new Topic is being proposed within a Shell Course.

Shell Courses are characterized by flexible course outlines that allow instructors to develop a specific focus and content for their particular Topic within the Shell Course.

Procedure for implementing a new Topic within a Shell Course:

1. Faculty proposing to offer a new Topic within a Shell Course will complete this **Topic Outline Form** and a **Curriculum Cover Form** for each new Topic to be offered, and forward to the School's representative on the appropriate CIAS College Curriculum Committee (either graduate or undergraduate)
2. The School's CIAS CCC representative then secures the approval and signature of the Program Chair/School Administrative Chair/Graduate Director on the **Curriculum Cover Form** and presents it along with this form and the original **Shell Course Outline** to the Chair of the appropriate CIAS CCC for review.
3. If approved by the Chair of the appropriate CIAS CCC, a hard copy of the **Curriculum Cover Form** and a digital version of this **Topic Outline Form** will be forwarded to the CIAS Scheduling Officer, Terie Merritt.
4. In order for a new Topic within a Shell Course to be scheduled, a completed and approved digital version of this **Topic Outline Form** and hard copy of the **Curriculum Cover Form** must be submitted to the Scheduling Officer when all other courses for a term in which the topic will be offered are due to be scheduled, no late submissions will be scheduled.

SHELL COURSE # - TITLE: PHAP-351 AD Photo Topic: DSLR Filmmaking

Proposing faculty: C.P.McBride Date: 3/10/15

School: SPAS Program: AD Photo

Rationale

This class will be a more advanced filmmaking class, aimed for students who wish to advance their skills learned in 4D.

1.0 Course Designations and Approval

Required course approval:	Approval request date:	Approval granted date:
College Curriculum Committee	3/16/15	4/15/15

2.0 Course information:

Topic title:	AD Photo Topic: DSLR Filmmaking
Topic proposed by:	Clay Patrick McBride
Term date scheduled:	Fall 2015

In the sections that follow, please use sub-numbering as appropriate (eg. 3.1, 3.2, etc.)

3.0 Goals of the TOPIC:

- 3.1 Studio and location lighting for motion content.
- 3.2 Produce and edit the video content.
- 3.3 Analyze the importance of visual storytelling and how it informs every aspect of the process.
- 3.4 Develop a sense of storytelling principles through the production of different, shorter assignments.
- 3.5 Develop an awareness of film language.
- 3.6 Understanding DSLR rigs and accessories.
- 3.7 Understanding sound as a key element to storytelling

4.0 Course description (course title includes Topic)

Course number: PHAD-350

Name of Course - AD Photo Topic: DSLR Filmmaking

Pre or co-requisites: Two of the following: PHAR-201 Elements of Fine Art; PHAR-202 Elements of Advertising; PHAR-203 Elements of Photojournalism; PHAR-204 Elements of Visual Media
Class 3, Lab, Credit 3 (Fall)

He who does the most with the least wins! We will practice and develop the mentality of how to pack small and play big. Technical emphasis will be placed on using DSLRs to capture motion content. Pre-production, editing, continuous lighting, and sound capture will be illustrated and explored. Students will be encouraged to work on an area of storytelling that relates to their personal vision and photo discipline.

5.0 Possible resources (texts, references, computer packages, etc.)

5.1 TBA

6.0 Topics (outline):

- 6.1 Story principles
- 6.2 The importance of visual storytelling
- 6.3 Cinematic lighting
- 6.4 Film language
- 6.5 Sound Capture and microphones
- 6.6 Camera movement
- 6.7 Styles of lighting
- 6.8 Types of film: music video, BTS, experimental, short documentary and narrative
- 6.9 Editing principles

7.0 Intended course learning outcomes and associated assessment methods of those outcomes

(please include as many Course Learning Outcomes as appropriate, one outcome and assessment method per row).

Course Learning Outcome	Assessment Method
7.1 Produce short film projects	Assignments, critique
7.2 Demonstrate an understanding of the principles of storytelling as they apply in the script, production and editing phases.	Assignments, critique
7.3 Demonstrate an awareness of the elements of film language as it informs storytelling.	Assignments, critique
7.4 Demonstrate an awareness of the differences in storytelling between still photography and sequential media.	Assignments, critique

8.0 Program outcomes and/or goals supported by this course

- 8.1 Develop professional critical thinking and visual problem-solving skills within a global perspective.
- 8.2 Identify the aesthetic, conceptual, and technical skills necessary to develop a professional-level applied photographic practice.
- 8.3 Integrate aesthetic, historical, and theoretical perspectives into the conception, application, and practices of their chosen career path.
- 8.4 Recognize the responsibility for maintaining high legal and ethical standards when working professionally.
- 8.5 Develop the skills to work both independently and collaboratively in solving problems related to the application of technology and imaging.
- 8.6 Develop the ability to create and refine a professional quality portfolio

10.0 Required Resources - Identify all resources needed to effectively teach this class and what students will need to complete the assignments. (Please provide detailed list of equipment, software, computer lab, data storage/retrieval requirements, special classroom, studio, shop, wet lab, work space or media requirements)

Plug and go classroom. Occasional studio. Lab with mac computers, Adobe suite software.

Approval request date: This is the date that the college curriculum committee forwards this course to the appropriate optional course designation curriculum committee for review. The chair of the college curriculum committee is responsible to fill in this date.

Approval granted date: This is the date the optional course designation curriculum committee approves a course for the requested optional course designation. The chair of the appropriate optional course designation curriculum committee is responsible to fill in this date.