

# DIGITAL VIDEO PRODUCTION

100 CONTACT HOURS/  
10 CONTINUING EDUCATION UNITS

**Ai** The Center for Professional Development  
The New England Institute of Art®

## CERTIFICATE IN DIGITAL VIDEO PRODUCTION

The Certificate of Completion in Digital Video Production focuses on the fundamentals of video production from concept to completion using digital video production tools such as Final Cut Pro, Inspiration and Motion. Students will explore effective, time saving video production techniques including hands on training with the latest digital cameras to produce professional quality video for broadcast and corporate production. This program was created to serve the corporate video markets as well as supplement training to existing broadcast video professionals in television and production studios.

Course work will be comprised of media review and critique, including peer review of assignments, student writing and research projects as well as individual and group production assignments/projects. In-class work and homework will be assigned. Courses will provide industry specific instruction with an emphasis on the most current practices. Faculty is comprised of industry professionals able to introduce participants to processes and technology most relevant in today's industry.

Participants in the Digital Video Production Certificate are required to have a fundamental working knowledge of software applications on a Mac or PC platform and have worked in a professional capacity for at least two years. Direct industry experience is not required. In addition, participants in this Certificate are required to have proficiency in Adobe Photoshop.

Course work is hands-on and taught in a Mac Lab. Participants may access computer labs outside of class time for course work and homework completions.

Courses meet one evening per week or on Saturday. All course work is graded Pass or Fail.

## CERTIFICATE COURSE SEQUENCE:

- Mac Navigational Skills Workshop\*
- Foundations of Digital Video Production
- Concept Development and Writing/Production Software Basics
- Digital Video Production and Non-Linear Editing Basics
- Digital Post-Production/Advanced Non-Linear Editing

\* These workshops are intended for students who have never used a Mac platform or who need a refresher. Students who do not have prior experience with the Mac platform will be required to take these workshops prior to being admitted to CPD to guarantee an opportunity for success in subsequent courses. They meet two evenings and the cost for the workshops is \$210 (total).

Please see below for detailed descriptions of some of the sample materials that may be covered in each course within the sequence.

Course curricula will vary depending on the instructor yet the following pages provide an overview of the principles to be covered.

## COURSE DESCRIPTIONS

### MN 101 Mac Navigation Workshop

This workshop will familiarize students with Mac functionality and its basic interface. It will provide an introduction and orientation to using the Mac as a design and development platform. Students will have opportunity in-class to navigate and experience the Mac platform. An application such as Photoshop will be employed to help each student become more familiar with the Mac interface and its functionality. Each student will use Photoshop to create a design and layout project (TBD) that will give them the opportunity to practice the Mac Basic features. Students will be given a homework assignment that will prepare them for this session, and allow them to practice the essential Mac basic skills they will need for session two. Note: no continuing education units are awarded for this workshop.

Upon completion of this course you will have:

- Explored the functionality of the top main menu, including:
- Where to find applications, how to find and open recent applications,
- Mac System Folder, Finding, making, and saving files, creating folders, the Mac
- Drop-Box, the Desk Top, Apple Menu Items

Software Used: Adobe Photoshop®

### DVP 101

#### Foundations of Digital Video Production (8 weeks)

This introductory course will introduce students to the basics of digital video production. Students will learn how video is encoded and manipulated be introduced to video industry terminology and get an overview of hardware and software interfaces used in production. Students will be instructed on how to record basic video and audio using a digital tape format camera.

Upon completion of this course you will have:

- Learned the technical basis for digital video production
- Developed an understanding of video encoding and manipulation
- Fostered a working knowledge of video terminology
- Recorded basic video using a digital tape format camera (miniDV, DVC Pro)

\*Subject to Change

# DIGITAL VIDEO PRODUCTION

## **DVP 102 Concept Development and Writing/Production Software Basics (7 weeks)**

Students will be introduced to production software, including Final Cut Pro, Final Draft and Photoshop. Course work will focus on concept development, script formats and their use in production.

Upon completion of this course you will have:

- Explored and used various script formats
- Developed skills in production concept development and creative writing
- Learned about the user interface and functions of production software including
- Created original video production concepts and prepare them for production
- Explored computer system requirements and equipment configuration

Software Used:

Final Draft  
Final Cut Pro  
Adobe Photoshop®

## **DVP 103 Digital Video Production and Non-Linear Editing Basics (9 weeks)**

During this course, students will be taught how to plan for a comprehensive video shoot. The course will introduce learners to basic non-linear editing considering diverse formats.

Upon completion of this course you will have:

- Planned and executed a comprehensive video shoot
- Managed production work flow and challenges
- Learned basic non-linear editing skills, render footage to various formats

Software Used:

Final Cut Pro  
Adobe Photoshop®  
Motion  
Other software as deemed appropriate

## **DVP 104 Digital Post-Production/Advanced Non-Linear Editing (9 weeks)**

This final class will teach advanced non-linear editing skills using audio processing tools, such as Final Cut Pro. Music and sound will be integrated into work. Various output methods will be explored.

Upon completion of this course you will have:

- Learned advanced non-linear editing skills
- Worked with audio processing tools in Final Cut Pro
- Developed an understanding for the use of music and sound effects in post-production
- Prepared digital video production for use on the internet, CD and DVD

**\*Subject to Change**