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| Course Title | : | Digital Video Editing and Movie Making |
| Course Code | : | CDS209/CDS2209 |
| No. of Credits/Semester | : | 3 |
| Mode of Tuition | : | Sectional Approach |
| Class Contact Hours | : | 3 hours per week |
| Category in Major Prog. | : | Business Elective/Free Elective |
| Prerequisite(s) | : | Nil |

Brief Course Description

This course explores various ways of developing video applications. It formally introduces the theoretical concept as well as the practical usage to students. Video components include text, graphics and images, audio, video, and 3D animation. Students will also learn techniques to develop, manage and process digital video products such as video tapes, CD, DVD, CD-ROM, and others. Distribution of video via the Internet, 3G telephone networks as well as other computer-related methods will be addressed.

Aims

The course intends to

- 1) To teach student various kinds of media used in multimedia production;
- 2) To explore the practical aspects of running a multimedia production process;
- 3) To support other courses which may require multimedia products and support such as advanced slide shows and video clips;
- 4) To provide background of multimedia technology for liberal art students.

Learning Outcomes

Upon completion, students should be able to:

1. Edit and assemble video products with digital studio techniques.
2. Select proper method(s) / technologies to make and distribute their products.

Measurement of Learning Outcomes

1. Students are required to participate through exercises in a special laboratory. Their performance will be continuous assessed.
2. Students will undertake a team project which involves editing and assembling video products. Each team will present their work and submit a written report.
3. Mid-term test and examination measures students' understanding and abilities to apply their skills.

Indicative Content

Overview of Video Components

Building blocks of Video: text, graphics and images, audio technology, motion graphics, 3D animation and streaming video
Creation of elementary building blocks

Digital Video Studio Techniques

Color correction, color matching, multiple-camera editing, dynamic photomontages, titling effects, audio and video effects, sound mixing and professional workflows for movie productions

Applications

Video broadcasting on the Internet and 3G telephone networks, video for marketing, movie industry, interactive education

Video Production, Storage and Distribution

Video Production of CD, VCD, Hybrid DVD, data compression
Distribution architectures such as CD, DVD or broadband-based Internet
Real streaming and progressive download in Internet

Digital Rights Management

Intellectual Property and copyright in digital world, management of digital asset and data encryption

Software

Video editing with special effect and multimedia authoring tools

Teaching Method

The course will foster stronger ties with students through lecturing, case studies, project assignments, presentations, discussion and demonstration in multimedia laboratory. Students will be asked to demonstrate their understanding of the subject through presentation and assignment.

Assessment

Continuous Assessment

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| Project | 40% |
| Mid-term test | 10% |
| Skill test | 10% |
| Attendance | 10% |
| Examination | 30% |
| Total | 100% |

Required/Essential Readings

T. Vaughan, *Multimedia: Making It Work*, McGraw Hill, 2008.

A. Droblas and S. Greenberg, *Adobe Premiere Pro CS3 Bible*, Wiley, 2007.

Recommended/Supplementary Readings

Jones Encyclopedia – Media & Information Technology, <http://www.jonesencyclo.com/>