



**PULASKI**  
**Technical College**

## **DIGITAL MEDIA PRODUCTION**

**Program Start Date: FALL 2012**

***Program Description:***

The Associate of Applied Science (AAS) degree in Digital Media Production (DMP) is an occupational degree program that prepares students for entry-level positions in fields such as advertising, graphic design, computer illustration, web design and animation as well as the recording industry, feature film, television, radio, and Internet-based media firms. The degree provides a comprehensive introduction to the field while helping students develop a skill set that prepares them for employment.

# Fields Of Emphasis:

## • **Digital Cinematography / Editing:**

This emphasis covers Cinematography and its evolution from film to digital. Students will learn cinematography theory and have the opportunity to get hands on experience with current camera technology.

Topics include: Camera & Lens types, knowing your camera, depth of field, framing the shot, shooting for the edit, timecode basics, acquisition methods, Zoom vs Prime lenses, frame rates, filtration, and the role of the Camera Assistant.

The editing portion of this emphasis begins with video editing fundamentals. Topics include: History of the editorial process, Kinescope recording, timecode vs. control track, timecode: the DNA of video editing, "Edivue"--how it changed television production, the W/V scope, machine to machine assembly and assemble vs. insert editing.

The advanced editing courses dive into non-linear editing technologies including Avid's Media Composer, Apple's Final Cut Pro, Adobe's Premier Pro & Lightworks Public Beta.

Topics Include: Optimization of the host, I/O options, Media Volumes, The interface, the W/V scope & metering, Log & Digitize, Basic Editing techniques And Output.

## • **Audio Engineering:**

This emphasis covers Audio Engineering both in the field & in the post-production environment.

Students will first learn the proper techniques for acquiring audio in the field. Topics include: Microphone types & uses, recording devices & uses, media management.

Students will also learn audio post production and Sound Design techniques. Topics Include: Digidesign ProTools, Apple's Logic Pro and sound effects gathering.

• **Graphics:**

This emphasis covers computer based graphics where it applies to print, web, broadcasting and motion picture applications.

Topics include: Adobe Creative suite (Photoshop • Illustrator), 2D motion graphics and 3D motion graphics/animation.

• **Web Design:**

Our current CIS Emphasis in Web design has joined us in the DMP Program!

Topics Include: Intro to web design, Web research tools, Web applications and Web server administration.

**Technical Certificate: Digital Media Production**

REQUIREMENTS	COURSE TITLE	CREDIT HOURS
TOTAL REQUIRED		30
DMP1301	Intro To Digital Production	3
PHOT1330	Intro To Digital Photography	3
DMPXXXX	Intro to WEB 2.0	3
DMP1304	Intro To Computer Graphics	3
ENGL1311	English Comp I	3
MATH1302	College Algebra	3
DMP1302	Introduction to the Mac or Approved CIS Elective	3
DMPXXXX	DMP Emphasis Elective	3
DMPXXXX	DMP Emphasis Elective	3
DMPXXXX	DMP Emphasis Elective	3

## AAS Degree: Digital Media Production

DMP Emphasis Elective	COURSE TITLE	CREDIT HOURS	Gen Ed / Core
<b>FIRST SEMESTER</b>		<b>15</b>	
DMP1301	Intro To Digital Production	3	Core
PHOT1330	Intro To Digital Photography	3	Core
DMP1302	Introduction to the Mac or Approved CIS Elective	3	Gen Ed
DMPxxxx	Introduction to Web 2.0	3	Core
ENGL1311	English Composition I	3	Gen Ed
<b>SECOND SEMESTER</b>		<b>15</b>	
DMP1304	Intro To Computer Graphics	3	Core
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	
<b>THIRD SEMESTER</b>		<b>15</b>	
ENGL1312	English Composition II	3	Gen Ed
MATH1302	College Algebra	3	Gen Ed
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	
<b>FOURTH SEMESTER</b>		<b>15</b>	
	Social Science Elective	3	Gen Ed
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	
DMPxxxx	DMP Emphasis Elective	3	

EMPHASIS ELECTIVES	Digital Cinematography / Editing	Audio Engineering	Graphics	Web Design	CREDIT HOURS
2nd SEMESTER					12
	Introduction to Film	Introduction to Film	Drawing I	Intro To Web Design	3
	Digital Cinematography I	Apple Logic Pro I	2D Design	Internet Research Tools	3
	Intro to Editing	ProTools I	Digital Page Layout & Design	The Business of the Internet	3
	DMP / CIS Elective	DMP / CIS Elective	DMP / CIS Elective	DMP / CIS Elective	3
3rd SEMESTER					9
	Digital Cinematography II	Apple Logic Pro II	Drawing II	Web Site Administration & Security	3
	Lighting for the Big & Small Screen	Pro Tools II	Graphic Design I	Advanced Computer Graphics	3
	Avid Media Composer	Music Production I	DMP / CIS Elective	Internet Applications Applications	3
4th SEMESTER					12
	Apple Final Cut Pro	Music Production II	Animation	Design Portfolio	3
	Adobe Premier Pro	DMP / CIS Elective	Graphic Design II	Advanced Web Design & Languages	3
	Lightworks	DMP / CIS Elective	Design Portfolio	DMP / CIS Elective	3
	DMP / CIS Elective	DMP / CIS Elective	DMP / CIS Elective	DMP / CIS Elective	3

# Course Descriptions:

## Core:

### **Intro to Digital Production**

This course covers the basics of digital video & Audio production. Students will be exposed to all aspects of the DMP Program.

### **Intro to The Mac**

This course will introduce you to the fascinating and elegant universe of the Mac and it's operating system. Topics include: Basic Mac functions, interfaces, software maintenance, keystroke distinctions (Mac vs. Windows) and troubleshooting.

## Digital Cinematography / Editing Emphasis:

### **Digital Cinematography I**

This course covers Cinematography and its evolution from film to digital. Topics include: Camera & Lens types, knowing your camera, depth of field, framing the shot, timecode basics, acquisition methods and the role of the Camera Assistant.

### **Digital Cinematography II**

This course covers Advanced Cinematography from the lens to the "magazine". Topics include: Zoom vs Prime lenses, frame rates, filtration, role of the "DP".

### **Lighting For The Big & Small Screen**

This course explores Lighting techniques with emphasis on style and execution. Topics include: The role of "The Gaffer", Indoor lighting techniques, outdoor lighting techniques, power measurement & management, taking a minimalist approach, the fundamentals of electricity and production crew fundamentals.

### **Introduction to Editing**

This course covers video editing fundamentals. Topics for the first half of the course include: History of the editorial process. The second half of the course introduces students the the concepts of Non-Linear Editing & the primary tools involved.

### **Avid Media Composer**

This course delves into Avid's Media Composer. Topics Include: Optimization of the host, I/O options, Media Volumes, The interface, the W/V scope & metering, Log & Digitize, Basic Editing techniques And Output.

### **Apple Final Cut Pro**

This course delves into Apple's Final Cut Pro. Topics Include: Optimization of the host, I/O options, Media Volumes, The interface, the W/V scope & metering, Log & Capture, Basic Editing techniques And Output.

### **Adobe Premier Pro**

This course delves into Adobe Premier Pro. Topics Include: Optimization of the host, I/O options, Media Volumes, The interface, the W/V scope & metering, Log & Capture, Basic Editing techniques And Output.

### **Lightworks**

This course delves into The Lightworks Public Beta Non-Linear Editing system. Topics Include: Optimization of the host, I/O options, Media Volumes, The interface, the W/V scope & metering, Log & Capture, Basic Editing techniques And Output.

## **Audio Engineering Emphasis:**

### **Apple Logic Pro I**

This course covers the basics of Apple's Logic Pro audio editing software. Topics include: Optimizing the Mac for Logic, Getting to know the interface, creating a Project, Importing/exporting, Introduction to Sound Design and basic editing & mixing.

### **Pro Tools I**

This course covers the basics of Avid's ProTools audio editing software. Topics include: Optimizing the Mac for Protools, Getting to know the interface, creating a session, Importing/exporting, Introduction to Sound Design and basic editing & mixing.

### **Apple Logic Pro II**

This course covers more advanced aspects of Apple's Logic Pro audio editing software. Topics include: Automation, midi, working with video, plugins, Advanced Sound Design Techniques and Mastering.

### **Pro Tools II**

This course covers more advanced aspects of Avid's ProTools audio editing software. Topics include: Automation, midi, working with video, plugins, Advanced Sound Design Techniques and Mastering.

### **Music Production I**

This course explores the techniques of Audio recording for the music industry. Topics Include: microphone types & uses, V/U metering & "The Tone," Recording concepts and digital audio theory.

### **Music Production II**

This course explores more advanced techniques of Audio recording for the music industry. Topics Include: Multitrack techniques, Editing concepts, Mixing & mastering.

## **Graphics Emphasis:**

### **Digital Page Layout and Design**

Page layout design and pre press production practices using Adobe InDesign

### **Graphic Design I**

An exploration of the formal elements of design including composition, color, texture, and shape in the form of applied visual problem-solving exercises in which typography and meaningful concept are added in order to shape the work into effective graphic design communications.

### **Animation**

This course focuses on the principles and techniques of design and illustration using both traditional and technical media. In this course students learn various real-world applications of skills in logo design, business card and letterhead design, brochure design, commercial advertising, website design and other related media. Students also learn to use the most commonly used vector program in the art industry, Adobe Illustrator.

### **Graphic Design II**

This course covers various design and typographic principles and approaches in graphic design and applies them to design projects of moderate and increasing complexity. Emphasis is on development of portfolio quality, strong concepts that communicate persuasively and effectively both type and image in a variety of 2D, 3D and interactive prototypes.

### **Design Portfolio**

Students prepare a portfolio for a job search that demonstrates professional competence in design, concept, technical skills, and craft and meets high standards of excellence. New projects are combined with project revisions to create a comprehensive, market-ready portfolio presentation reflecting each student's best and unique capabilities. Open only to certificate students who have completed or will concurrently complete all other certificate requirements.



## **Web Design Emphasis:**

### **Intro to Web Design**

Essentials of creating HTML documents are presented in this course. The course introduces students to elements of graphic design and layout and offers practical experience creating, formatting, enhancing and programming Web pages using HTML. Students create basic pages that include simple text, links, and in-line images, tables, frames, fonts and multimedia using both HTML and an HTML editor.

### **Internet Research Tools**

This course provides students with research techniques on the Internet with special emphasis on the business environment. Introduces the student to conducting searches using a variety of Internet search engines, searching databases on-line and subscribing to databases and e-mail lists.

### **The Business of the Internet**

This course is an introduction to business use of the Internet through the examination of current applications. Focusing on Internet, intranets and other online technologies in business, this course provides a complete introduction to the application of Internet technologies in business.

### **Web Site Administration & Security**

This course is an introduction to website maintenance and administration with special emphasis on website security, protection of proprietary information and network stability using firewalls, security protocols and encryption.

### **Internet Applications**

This course offers a study in today's interactive Web 2.0 applications and tools, including Blogging, Podcasting, Wikis, Social Networking and more.

### **Advanced Web Design & Languages**

Web page design using advanced concepts and popular languages such as Perl, Javascript, Dynamic HTML, Active-X, CGI script and frames.

### **Design Portfolio**

Students prepare a portfolio for a job search that demonstrates professional competence in design, concept, technical skills, and craft and meets high standards of excellence. New projects are combined with project revisions to create a comprehensive, market-ready portfolio presentation reflecting each student's best and unique capabilities. Open only to certificate students who have completed or will concurrently complete all other certificate requirements.