

PROGRAM FOCUS

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AP102
Fundamentals of Audio

AP111
Digital Audio I

ART109
Image Manipulation

ART114
Color Fundamentals

DFVP101
Survey of Digital Filmmaking & Video Production

DFVP111
Fundamentals of Video Production

DFVP113
Fundamentals of Editing

DFVP121
Intermediate Video Production

DFVP122
Conceptual Storytelling

DFVP123
Lighting

GD101
Digital Illustration I

IMD131
Introduction to Scripting Languages

QUARTERS 4-6

DFVP201
Digital Cinematography

DFVP202
Fundamentals of Screenwriting

DFVP203
Intermediate Editing

DFVP204
Fundamentals of Producing and Directing

DFVP211
Studio Production

DFVP212
DVD Authoring

DFVP213
Motion Graphics I

DFVP221
Electronic Field Production

DFVP222
Scriptwriting

DFVP223
Motion Graphics II

DFVP224
Media Theory and Criticism

Program Elective

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Short Media Production

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DFVP303
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DFVP311
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DFVP312
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DFVP313
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DFVP314
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DFVP321
Senior Project Production

DFVP322
Media Production Workshop

DFVP323
Acting and Directing

IMD273
Media Business Practices

Program Elective

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CD400
Career Development

DFVP401
Senior Project Post Production

DFVP402
Portfolio Preparation

DFVP411
Media Delivery Systems and Distribution

DFVP421
Senior Portfolio & Defense

IMD222
Intermediate Scripting Languages

INT419
Internship

Program Elective

GENERAL EDUCATION

ENGL1301
English Composition

MATH1310
College Mathematics

PSYC2301
General Psychology

ARTS1303
Art History I

ARTS1304
Art History II

Humanities English Elective

Math and Science Elective

SOCI1306
Social Problems

SPCH1315
Public Speaking

Foreign Language Requirement

Humanities History Elective

Social Science Elective

START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:
<https://www.artinstitutes.edu/austin/student-consumer-information>

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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073019

Digital Filmmaking & Video Production (BFA)

COURSE DESCRIPTIONS

AP102

FUNDAMENTALS OF AUDIO

This course addresses the principles of recording sound and covers the study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording. The role of sound in media production is explained and exemplified.

Prerequisite: None

Credits: 3

AP111

DIGITAL AUDIO I

This course introduces students to the theories, practices, and tools used in digital audio production and techniques of non- linear digital audio editing, focusing on the fundamental theories and concepts behind various types of digital audio tools. Through lectures and in-class projects, students develop knowledge and skills needed to operate non-linear audio workstations. *Prerequisite: AP102 Fundamentals of Audio Credits: 3*

ART109

IMAGE MANIPULATION

In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning, and output. *Prerequisite: None Credits: 3*

ART114

COLOR FUNDAMENTALS

This fundamental course will provide an introduction to the principles of color, and an exploration of color theory as it relates to design. Students will learn how to use color in both traditional and contemporary media, and to render color effects for print and electronic production methods. In addition, the psychological and cultural aspects of color will be explored, as well as their role in the design process. *Prerequisite: None Credits: 3*

CD400

CAREER DEVELOPMENT

This course prepares students for the business environment and the transition into an applied arts profession. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking, and interviewing skills. Freelance business operating practices such as negotiations of contracts, pricing and estimation of services, ethical guidelines, and pertinent tax laws will be addressed. *Prerequisite: None Credits: 3*

DFVP101

SURVEY OF DIGITAL FILMMAKING & VIDEO PRODUCTION

This course will present a survey of the digital filmmaking and video production industries. It will focus on entry-level jobs and career paths, as well as the responsibilities and skills necessary for success. Students will also explore media’s impact on society and gain an overview of the program. *Prerequisite: None Credits: 3*

DFVP111

FUNDAMENTALS OF VIDEO PRODUCTION

Students will study the technical terms of video production and learn to operate basic video production equipment, using typical industry techniques. *Prerequisite: None Credits: 3*

DFVP113

FUNDAMENTALS OF EDITING

This course introduces the student to the editing of visuals and sound. The course covers using video recorders and players, and the techniques of dubbing, assembling, and inserting visuals from source to record. *Prerequisite(s): DFVP111 Fundamentals of Video Production, AP102 Fundamentals of Audio Credits: 3*

DFVP121

INTERMEDIATE VIDEO PRODUCTION

This course introduces the student to the digital video camera as a technical and creative tool for communication. Students will recognize the principles of visual design for motion pictures, develop their ability to evaluate the visual potential of locations, interpret the technical requirements of motion picture photography, and operate professional video cameras. *Prerequisite(s): DFVP 111 Fundamentals of Video Production, AP102 Fundamentals of Audio Credits: 3*

DFVP122

CONCEPTUAL STORYTELLING

The course introduces students to storytelling and the various elements of an effective story. Students will also translate a written story into visual elements in a storyboard. *Prerequisite: ENGL1301 English Composition Credits: 3*

DFVP123

LIGHTING

In this course, students will be introduced to the basic concepts and principles of lighting for photography. The fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, direction, and effect on the photographic image will be covered. *Prerequisite: DFVP121 Intermediate Video Production Credits: 3*

DFVP201

DIGITAL CINEMATOGRAPHY

This course explores the various camera and lighting techniques used in digital filmmaking and video production. Discussions will cover the general concepts and principles of camera moves and lighting techniques. Focus will be placed on applying lighting techniques to create the desired visual effects. *Prerequisite: DFVP123 Lighting Credits: 3*

DFVP202

FUNDAMENTALS OF SCREENWRITING

Students explore the writing and creative elements needed to create scripts. Emphasis is on format, structure, and character development. They will also acquire knowledge of all elements including research, proposal, treatment, and script. *Prerequisite: DFVP122 Conceptual Storytelling Credits: 3*

DFVP203

INTERMEDIATE EDITING

This course will focus on the postproduction experience using non-linear editing software. Students will learn to utilize creative problem-solving skills through editing. Approach, pace, tone, and rhythm of sequences are explored. *Prerequisite: DFVP113 Fundamentals of Editing Credits: 3*

DFVP204

FUNDAMENTALS OF PRODUCING AND DIRECTING

It is an art in itself to organize and direct digital filmmaking and video production. This course focuses on the production processes and performances from the perspectives of a producer and director, and develops the student’s talent for this unique form of art. *Prerequisite(s): DFVP101 Survey of Digital Filmmaking & Video Production, DFVP121 Intermediate Video Production Credits: 3*

DFVP211

STUDIO PRODUCTION

This course focuses on broadcast studio operation, live production, studio management, lighting, crew, and sound. Students will also explore the theoretical basis of the electronics behind the equipment needed for studio production. Students will produce their own studio multi-camera program. *Prerequisite: DFVP121 Intermediate Video Production Credits: 3*

DFVP212

DVD AUTHORIZING

An introduction to creating interactive DVD titles. This course will focus on production techniques of DVD authoring, proofing, and mastering. *Prerequisite: DFVP113 Fundamentals of Editing Credits: 3*

DFVP213

MOTION GRAPHICS I

In this course, students study the nature and attributes of motion and broadcast graphics and learn to generate, select, and manipulate still and motion graphics for broadcast and other media delivery. Students not only produce graphics but also apply them to media content design. *Prerequisite: DFVP203 Intermediate Editing Credits: 3*

DFVP221

ELECTRONIC FIELD PRODUCTION

Students are immersed in the process of professional video field production in two styles: ENG (Electronic News Gathering) and EFP (Electronic Field Production). News encompasses on-the-spot coverage and storytelling in a spur-of-the-moment reporting format. The class will also examine single-camera location shooting as expressed in documentaries, corporate projects, or commercials. *Prerequisite: DFVP201 Digital Cinematography Credits: 3*

DFVP222

SCRIPTWRITING

Students write two polished scripts in two different areas or genres for subsequent production courses. The business side of the different scripting fields is also explored. *Prerequisite: DFVP202 Fundamentals of Scriptwriting Credits: 3*

DFVP223

MOTION GRAPHICS II

Students explore the disciplines used in finalizing a digital film or video project using compositing software. The class reinforces compositing concepts, techniques, and vocabulary from previous classes and introduces more sophisticated tools and techniques. Technical skills utilized will include advanced compositing techniques, typography, animation, and design. *Prerequisite: DFVP213 Motion Graphics I Credits: 3*

DFVP224

MEDIA THEORY AND CRITICISM

In this course, students explore the different theories and approaches to media and their impact on society and culture so as to inform and enrich their own work. *Prerequisite: None Credits: 3*

DFVP301

SHORT MEDIA PRODUCTION

This course discusses short form as a genre of media production and its features in subject matter and style. Students learn to produce short-form news, information, and dramatic content for multiple delivery platforms. *Prerequisite(s): DFVP201 Digital Cinematography, DFVP202 Fundamentals of Scriptwriting, DFVP204 Fundamentals of Producing and Directing, DFVP221 Electronic Field Production Credits: 3*

DFVP302

SOUND DESIGN

This course further explores the methods and techniques for digital sound composition and design. Students utilize multi-track audio software to digitally manipulate and layer sound that will enhance mood, tone, and atmosphere for various motion picture content. *Prerequisite: AP111 Digital Audio I Credits: 3*

DFVP303

COMPRESSION

Students will learn to analyze, prepare, and compress media content for distribution on the Web, CD-R, and DVD using compression codes and techniques. *Prerequisite: DFVP213 Motion Graphics I Credits: 3*

DFVP311

SENIOR PROJECT PREPARATION

This course initiates a three-quarter long comprehensive project which will be integral to students’ final portfolios. Students will employ their cumulative skills to pre-produce a significant, sophisticated, digital film in a chosen genre. Committee and/or faculty will approve the project content and genre of the digital film. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor. *Prerequisite(s): DFVP301 Short Media Production, DFVP323 Acting and Directing Credits: 3*

DFVP312

AUDIO POST PRODUCTION

This post-production audio class requires students to bring together appropriate sonic elements for a final production. This will include fully automatic dialogue replacement, editing of music, and sound sweetening. Once all the sound is locked, the student will mix down to a final audio format, which can then be incorporated with picture into an industry standard format. *Prerequisite(s): AP111 Digital Audio I, DFVP203 Intermediate Editing Credits: 3*

DFVP313

ADVANCED EDITING

Focused on advanced editing systems and methods, this course enables students to process audio and video elements in media content and organize such content for total effect and final delivery. Students apply a comprehensive set of critical and evaluative skills to make sound judgment calls and sophisticated editing decisions. *Prerequisite(s): DFVP203 Intermediate Editing, DFVP302 Sound Design Credits: 3*

DFVP314

MULTI-CAMERA PRODUCTION

Synchronizing multiple cameras and equipment, students work in teams to execute a production, typically of a live performance or function. Emphasis is placed on operating multiple pieces of equipment simultaneously and working as a production team. *Prerequisite: DFVP301 Short Media Production Credits: 3*

DFVP321

SENIOR PROJECT PRODUCTION

This course continues the three-quarter long comprehensive project begun in Senior Project Preparation. Students will employ cumulative skills to produce a significant, sophisticated, digital film in a chosen genre. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor. *Prerequisite: DFVP311 Senior Project Preparation Credits: 3*

DFVP322

MEDIA PRODUCTION WORKSHOP

Working in production teams, students in this workshop class will deal with real clients, typically representatives of nonprofit organizations. Guided by faculty, students interview the client to determine expectations and work in a team to design and produce the media content for an intended delivery system. *Prerequisite: DFVP301 Short Media Production Credits: 3*

DFVP323

ACTING AND DIRECTING

This course exposes students to the role and responsibilities of a director in helping actors bring their characters to life. Acting fundamentals will be studied through classroom exercises, assignments, observations and critiques. In addition, this course helps students understand the process of reading a script, conceiving a vision, and communicating it to cast members to enhance performance. *Prerequisite: DFVP204 Fundamentals of Producing and Directing Credits: 3*

DFVP401

SENIOR PROJECT POST PRODUCTION

This course concludes the three-quarter long comprehensive project begun in DFVP 311 Senior Project Preparation and created in DFVP 321 Senior Project Production. Students will employ cumulative skills to post-produce a significant, sophisticated digital film in a chosen genre. *Prerequisite: DFVP321 Senior Project Production Credits: 3*

DFVP402

PORTFOLIO PREPARATION

In this first portfolio course, students will assess personal strengths to establish a career goal and decide how to organize their digital filmmaking and video production work in a graduation portfolio. Guided by a faculty member or a team of faculty, each student assembles a preliminary portfolio and identifies areas for more work and/or content enhancement. *Prerequisite: DFVP321 Senior Project Production Credits: 3*

DFVP411

MEDIA DELIVERY SYSTEMS AND DISTRIBUTION

This course addresses the end part of digital filmmaking and video production—delivery and distribution. Students will study a variety of delivery methods and systems and determine the advantages and limitations of each. They will also examine the relationship between delivery systems and distribution methods and evaluate the relative efficiency, cost, and effectiveness of each. *Prerequisite: DFVP313 Advanced Editing Credits: 3*

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student’s responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

DFVP421

SENIOR PORTFOLIO & DEFENSE

Built on the preliminary collection of work from DFVP402 Portfolio Preparation, this course allows each student to determine and design the final organization and presentation of the graduation portfolio. Each student is expected to verbally present the portfolio and address audience questions as a format of defense. *Prerequisite(s): DFVP401 Senior Project Post Production, DFVP402 Portfolio Preparation Credits: 3*

GD101

DIGITAL ILLUSTRATION I

This course advances the students’ understanding of the computer as an artist tool. Building on previous courses in drawing, concept development, and introductory computer-aided design, students will be asked to generate a number of expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students will be given the opportunity to develop their digital illustration skills by exploring numerous tools and techniques to obtain desired results. *Prerequisite: None Credits: 3*

IMD131

INTRODUCTION TO SCRIPTING LANGUAGES

Students will develop and refine basic programming skills needed to design, develop, and produce practical applications with a specific scripting or programming language. *Prerequisite: ART109 Image Manipulation Credits: 3*

IMD222

INTERMEDIATE SCRIPTING LANGUAGES

Students will develop and refine basic programming skills. The student will acquire skills needed to design, develop, and produce practical applications with a specific scripting or programming language. *Prerequisite: IMD131 Introduction to Scripting Languages Credits: 3*

IMD273

MEDIA BUSINESS PRACTICES

This is a survey course with emphasis placed on entrepreneurship and small business ownership. It provides the student an overview of the following disciplines: forms of business ownership, principles of management, human relations, marketing and consumer behavior, basic accounting principles, finance management, business law, and business planning. *Prerequisite: None Credits: 3*

INT419

INTERNSHIP

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate. *Prerequisite: CD400 Career Development Credits: 3*

GENERAL EDUCATION REQUIREMENTS

(All courses are 4 CREDITS):*

ARTS1303	Art History I
ARTS1304	Art History II
ENGL1301	English Composition
MATH1310	College Mathematics
PSYC2301	General Psychology
SOCI1306	Social Problems
SPCH1315	Public Speaking

Foreign Language Requirement (choose one):

FREN1401	Introduction to French
SPAN1401	Introduction to Spanish

Math and Science Elective (choose one):

BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathematics for Decision Making
PHYS1301	Physics

Humanities English Elective (choose one):

ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

Humanities History Elective (choose one):

HIST1301	U.S. History I
HIST1302	U.S. History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Social Science Elective (choose one):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

*Course descriptions for general education and elective courses can be found in the catalog.