

# **DMA 346 (Spring Semester #1)**

**Digital Media Production Workshop (Wed 11:30 – 12:45)**

**Dr. George Vinovich, Professor & Chair, Digital Media Arts**

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## **OFFICE HOURS**

**TTh 12-1pm**

**TTh 3-4pm**

**Wed 2:15-3:15pm**

**COURSE OBJECTIVE:** To provide students with actual experience in audio post production and sound design on DMA television production projects such as short movie features and public service announcements. The basic goal of the course is for students within a particular degree option or specialty in DMA to supply their expertise on a collaborative project such as Audio Recording students performing ADR, Foley, and SFX; or Music Technology students composing original music scores, lifts, and background music tracks for DMA-TV projects. This more accurately represents the collaborative nature of professional work in the digital media industry by teaching students how to work cohesively and effectively on a client's project.

**PRODUCTION ENVIRONMENT:** One of the most important qualities for a DMA student to possess is the ability to work effectively as a team member and to meet project deadlines throughout the course. In the digital media industry, this important quality is referred to as “*Professional Image*”. It is the reputation you earn from your team members and instructors for your punctuality, dependability, attitude, interpersonal skills, and overall ability to work collaboratively on class projects. DMA-TV students who serve as the producers of the projects must present clearly defined production needs, time code hits, project documents, milestone deadlines, and all related digital assets to the Audio Recording and Music Technology students who are assigned to work on their projects. In this manner, the process of distributing project assets from one production department to another more closely simulates industry standard practices.

**MODE OF OPERATION:** The *DMA 346 Digital Media Production Workshop* is a required 3-semester course sequence that provides Audio Recording and Music Tech majors an opportunity to gain experience working in sound design for television and film.

**Spring Semester #1** – basic training and orientation in the techniques and nomenclature used in sound design such as ADR, Foley, ambience, walla-walla, sound effects, music score, background music, and sweetening techniques utilizing canned laughter and applause tracks. The goal of this first semester in DMA 346 is to prep students according to their particular specialty for work on actual production projects in the subsequent semesters during summer and fall.

**Summer Semester #2** - actual experience applying sound design techniques according to a student's particular specialty on **30-sec PSA** projects produced by the TV majors. This will be the first opportunity for Audio Recording and Music Tech majors to work collaboratively on a production project with the TV majors. The goal of this semester is to “let everyone get their feet wet” on a sound design project that is relatively short and easy compared to more advanced projects in the fall. Each Audio Rec and Music Tech student will be assigned to a project team to perform an assigned function such as ADR, SFX, ambience, or music. The project teams will then present their progress on the project each week in front of the entire class and the faculty panel during the Wed 9:30am–12pm time slot.

**Fall Semester #3** - actual experience applying sound design techniques on a **10-12 min Drama Project** produced by the TV majors. This will be the second opportunity for Audio Recording and Music Tech majors to work collaboratively on a production project with the TV majors. This final semester will be more challenging since the projects are much longer and more complex in their sound design needs. Each Audio Rec and Music Tech student will be assigned to a project team to perform an assigned function such as ADR, SFX, ambience, or music. The project teams will then present their progress each week at a specified 15-20 min meeting time with just the faculty panel during the 11:15am-1:00pm Wed time slot.

## **CLASS CODE OF CONDUCT**

### **NO FOOD or DRINKS!**

Consumption of food and beverages in our classroom and production labs is NOT allowed at any time. Food and beverages must be stored out of sight for consumption outside of class and labs.

### **NO CELL PHONES!**

Before entering the classroom each day, make sure that your cell phone is turned OFF so that any incoming calls will not disturb the class or cause you to be pulled away from the class.

### **LAPTOPS CLOSED!**

Since the majority of instruction in this class will consist of video screenings and hands-on demonstration, electronic devices such as laptops and iPads are to be closed during class. Students should take notes using pen and paper since the use of these electronic devices during class can appear to the instructor to be a sign of disrespect and lack of interest in the course material. When appropriate, the instructor will announce in class that laptops can be used; otherwise, they are to be closed at all other times during class.

### **E-MAIL ACCOUNT REQUIRED**

In order to receive course information, assignments, and announcements about internships and job opportunities, students must have an email account that they can access daily. E-mail accounts can be arranged for free for all CSUDH students.

**STUDENT OUTCOMES** - by the end of the course, each student will be able to:

- 1) Demonstrate understanding of the basic elements of sound design and their necessity in television and film production.
- 2) Perform the basic steps of recording, editing, syncing, and labeling audio files for ADR.
- 3) Demonstrate entry-level proficiency in either *Illustrator* for Art Track students or *MOTU* software for Music Track students based on the student's particular complementary track or Option in DMA.

**GRADING CRITERIA** – the final grade will be calculated by averaging the Final Exam Score and the Attendance Score.

**50% Final Exam** – a comprehensive objective test covering all aspects of the course administered during final exam week.

**50% Attendance** – punctual arrival at every class meeting each week. Early departures from class will be marked as absences.

Punctual attendance at every class meeting is required in order for the student to receive a 100% Attendance Score.

Students who are late or absent will have their Attendance Score for the course lowered according to the following scale:

**Each Absence** lowers Attendance Score by **10 points** (100% becomes 90%)

**Each Tardy** lowers Attendance Score by **5 points** (100% becomes 95%)

**Each Early Departure** lowers Attendance Score by **10 points** (100% becomes 90%)

*Using these grading criteria, a student with a Final Exam Score of 90% and two absences (80%) would have the final grade drop from an A- (90%) to a B (85%) because of the two absences.*

*Conversely, a student barely passing with a Final Exam Score of 70% but having perfect attendance (100%) would go from a C- (70%) to a B (85%) because of perfect attendance.*

**GRADING SCALE** - the student's final grade for the course will be based on the following scale:

<b>A</b>	<b>= 99-92%</b>	<b>C</b>	<b>= 77-72%</b>
<b>A-</b>	<b>= 91-90%</b>	<b>C-</b>	<b>= 71-70%</b>
<b>B+</b>	<b>= 89-88%</b>	<b>D+</b>	<b>= 69-68%</b>
<b>B</b>	<b>= 87-82%</b>	<b>D</b>	<b>= 67-60%</b>
<b>B-</b>	<b>= 81-80%</b>	<b>F</b>	<b>= 59% -</b>
<b>C+</b>	<b>= 79-78%</b>		

## **DISABILITIES**

Students with disabilities are encouraged to consult the University Catalog for information on Disabled Student Services 310-243-3660. Any disabled student requiring assistance with exams or other course work will be allowed to utilize these services.

## **ACADEMIC INTEGRITY**

Academic dishonesty usually refers to forms of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. The University has very specific policies concerning academic dishonesty, cheating, and plagiarism. Any students found in violation of the CSUDH policy on Academic Integrity will be subject to failure of the course and possible disciplinary action by the University. Please consult the section of the University Catalog titled "Academic Integrity" for official campus policy on cheating and plagiarism.

## **PROFESSIONAL IMAGE**

"Professional Image" is the reputation you earn from your team members and instructors for your punctuality, dependability, attitude, interpersonal skills, and overall ability to work collaboratively on class projects. It is the characteristic attitude and demeanor you project to your professor, staff, and classmates during class and productions. It is the REPUTATION you earn based on your: punctuality; attitude; dependability; willingness to work and focus on the project at hand; ability to cooperate with classmates as a "team player"; interpersonal skills which allow you to be in control of your emotions during stressful situations; and your resilience to bounce back after failures. It is the image people have about working with you in the future or recommending you for jobs and internships.

- 1) **Punctuality** – always arrive on time, every time, and stay until the end.
- 2) **Follow Directions (FTD)** – show respect by following directions carefully so that you don't waste other people's time by making easily avoidable mistakes or asking stupid questions.
- 3) **Make Yourself Lovable** – show interest, enthusiasm, act like an eager puppy dog. Look like you really care. Practice this in the mirror! Accept the blame when it's really not your fault instead of being defensive. Learn how to "schmooze" people and make them feel good about themselves.
- 4) **Reliability** – dependable, always honor your commitments and make good on your promises. Deliver the quality of work you promised by the deadline. Make people think they can always count on you to come through for them.