

# DMA 346 (Fall Semester 2006)

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

Instructor: Jody Mahler jody@camburst.com

LCH A211 (310) 243-3665

OFFICE HOURS

After Class or by Appt.

**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 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 media industry, this process is called, “*Project Management*”. DMA-TV students who serve as the producers of the projects must present clearly defined production needs, time code hit lists, 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 instructor will assign each student in the class to a particular project, or multiple projects, based upon the post production needs of the semester's television projects. Once assigned to a project, each student along with his or her project group will meet with the instructor at a set time each week for a 15-20 minute conference. Since the weekly conference is the only time that students can consult with the instructor as a group, **punctual attendance at every conference is required in order for the student to receive a 100% Attendance Score for the course.** 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%)

## **POST PRODUCTION RESPONSIBILITIES:**

**DMA-TV Students** are responsible for supervising all audio post production activities such as scheduling talent, directing ADR sessions, approving music and sfx tracks, and syncing/mixing the final composite sound track to the video sequence. In addition, they are responsible for providing the following documents/materials to their instructor as well as their audio and music group members.

- 1) **Quicktime CD** - dub of the project's final cut with a SMPTE window burn for syncing ADR, foley, sfx, and music to video.
- 2) **Marked ADR Script**- version of the final script marked for cutting up lines of dialogue for ADR. (See “*Marked ADR Script*”).
- 3) **Audio Editing Script** - version of the final script marked with time code cues for sfx, foley, ambient tracks, and music.
- 4) **Project Management Documents** - outlines of when and by whom specific post production tasks must be completed during the 15-week semester calendar. (See *Project Management Documents*).

**DMA-Audio Students** are responsible for scheduling use of the audio post production facilities and equipment, performing the actual recording and syncing of ADR, foley, and sfx to the Quicktime video cue points, and providing a “normalized” **Audio and Data CD** in stereo of the following separate tracks that the TV students can easily lay back in sync to their video sequence with one cue point:

- 1) **ADR Audio Track** - separate track of just the ADR in stereo and normalized for easy lay back to final cut video sequence.
- 2) **SFX Audio Track** - separate track of just the sfx in stereo and normalized for easy lay back to final cut video sequence.
- 3) **Foley Audio Track** - separate track of just the foley in stereo and normalized for easy lay back to final cut video sequence.
- 4) **Ambient Audio Track** - separate track of just ambiance in stereo/ normalized for easy lay back to final cut video sequence.

**DMA-Music Tech Students** are responsible for composing, arranging, orchestrating, recording, mixing, and syncing musical scores and “hits” to the Quicktime video cue points, and for providing a “normalized” **Audio and Data CD** in stereo of the music cues that the TV students can easily lay back in sync to their video sequence with one cue point:

- 1) **Music Audio Track** - separate track of just the music in stereo and normalized for easy lay back to final cut video sequence.

**WEEKLY CONFERENCE:** Every week each group will meet with the instructor at its assigned time to present and review progress on the project. Presentation format must be on: **Mini DV tape** or **Video DVD**. No other format is acceptable unless previously agreed upon by the instructor. The following are **REQUIRED MATERIALS** that must be brought to **every conference meeting**:

- 1) **Project Management Documents** (See “*Project Management Documents*”).
- 2) **Marked Audio Scripts** that are being used for ADR, sfx, foley, and music (See “*Marked ADR Script*”).
- 3) **Audio CD’s** for previewing music, sfx, and ambient tracks.
- 4) **Video DVD’s** of ADR, sfx, foley, or music synced to video. (*Please bring all previous edits every conference meeting*).

### **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.

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

In order to receive course information, assignments, and announcements, you must have an email account which you can access daily.

**STUDENT OUTCOMES:** By the end of the course, students in various specialties will gain hands-on experience in performing tasks that are crucial in audio post production such as: 1)TV students supervising, directing, and laying back ADR, sfx, or music scores to video scenes; 2) Audio Recording students producing, recording, mixing, and syncing ADR, sfx, foley, or ambiance to video scenes; and 3) Music Tech students composing, arranging, orchestrating, recording, and syncing musical scores to video scenes.

**FINAL SUBMISSIONS** - required by each student in order to earn 1-unit of credit for the semester:

- 1) **FINAL REPORT** - each student is required to submit a separate Final Report which: 1) documents the amount of hours worked; 2) describes in detail the method and process used to perform the work; 3) assesses the quality of the work in relation to the final product and the client’s expressed needs for the project; and 4) evaluates the professional image of each group member with whom the student worked on the project. (*See “DMA 346 Final Report” format sheet*). Each report must be typed in the proper format as prescribed on the sheet in order to receive credit in the course.
- 2) **FINISHED PRODUCT** - each Audio and Music Tech student must submit, along with a Final Report, a “finished” product of just his or her contribution to the project synced to video on a Quicktime CD or Video DVD. TV students, along with their separate Final Reports, need only submit one copy of the final sequence for the group on Mini-DV tape only.

**GRADING POLICY** - the student’s final grade for the course will be based on the following criteria and grading scale:

- 1) **Quantity of Work** - amount of work performed during the semester as reflected in the student’s Final Report. The more hours of work performed, the higher the grade. Students need to keep an accurate log of the dates, times, hours, and type of work performed throughout the semester for inclusion in the Final Report.
- 2) **Quality of Work** - the resulting production value and contribution of your work to the quality of the finished product. The more challenging and sophisticated the level of work, the better the grade. The higher the quality of the work in relation to the finished product, the better the grade.
- 3) **Professional Image** - the reputation you earn from your team members and instructor for your punctuality (**Attendance Score**), dependability, attitude, interpersonal skills, and overall ability to work collaboratively on class projects.

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

**ACADEMIC INTEGRITY** - please consult the section in the University Catalog entitled “Academic Integrity” for official campus policy on cheating and plagiarism.