



## Course Outline

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**Catalog Information:**

DMEDIA 24

Digital Media Editing

3.000 Units

This course focuses on intermediate to advanced digital media editing skills using non-linear editing systems for post-production, and delivery techniques for audio and video projects. Students will learn how to capture, create, manipulate, effectively communicate, and deliver information to intended audiences. The specific focus will be on choosing the right medium for message delivery. (CSU)

**Requisites:****Advisories**

DMEDIA 11 with a minimum grade of C or

DMEDIA 21 with a minimum grade of C

**Lecture Hours Per Week:**

Min Hours: 1.000 Max Hours: 1.000

**Lecture Hours Per Semester:**

Min Hours: 16.000 Max Hours: 18.000

**Lab Hours Per Week:**

Min Hours: 6.000 Max Hours: 6.000

**Lab Hours Per Semester:**

Min Hours: 96.000 Max Hours: 108.000

**Outside-of-Class Hours Per Semester:**

Min Hours: 32.000 Max Hours: 36.000

**Total Student Learning Hours Per Semester:**

Min Hours: 144.000 Max Hours: 162.000

**Course Repeatability:** No**Course Objectives:**

Upon successful completion of this course, the student will be able to:

1. Demonstrate knowledge of software and web-based non-linear editing systems.
2. Demonstrate knowledge of platform selection, specifically selecting proper platforms to deliver content.
3. Demonstrate knowledge of why content spreads, specifically how to design to make media messages move and prompt engagement.
4. Demonstrate knowledge of critical thinking in relation to the capturing, editing, and presentation of digital media content.
5. Demonstrate knowledge of proper capture and recording techniques, including Rule of Thirds.

6. Demonstrate knowledge of packaging content for finalization and publishing to digital media platforms.

**Course Learning Outcomes:**

Upon successful completion of this course, the student will be able to:

1. Students will successfully demonstrate basic skills in technical aspects of non-linear content editing.
2. Students will successfully demonstrate knowledge of appropriate medium selection and why specific delivery methods are better than others.
3. Students will successfully demonstrate knowledge of concepts related to effective content creation and delivery.

**Outline of Topics:**

1. Non-linear editing review
2. Ethics and Professional Standards
3. File and Asset Management
4. Data Storage
5. Shots and Sound
6. Sequencing for Storytelling
7. Cutting with Rhythm
8. Principles of Continuity Editing
9. Working in the Timeline
10. Continuity, Jump Cuts, Match-on-Action cuts.
11. Parallel Editing
12. Creating Effective Motion Graphics
13. Color Correction
14. Sound Design / Sound Mixing
15. Sound Editing Techniques
16. Syncing Audio
17. Advanced Editing Techniques
18. Exporting
19. Industry Organizations
20. Peer Editing
21. Collaborative Workflows
22. Working with Clients
23. Portfolios, Informational Interviews and Job Shadows

**Sample Assignments:****Reading:**

Students will read information about the ethical and professional guidelines for content creators across the industry. Reading will include comparisons across functions, for example: editing for news v film.

**Writing:**

Portfolio Analysis: Students will analyze peer and personal portfolios in written form for critical feedback.

**Out-of-Class:**

## Multiple Open Category Content Projects

1. Students should conceptualize, shoot, and edit content using non-linear editing techniques.

Public Service Announcement (PSA)

Documentary

Social Media Content

Students will edit and distribute original digital media content online.

### Methods of Instruction:

Methods of instruction may include, but are not limited to, the following: (from methods of instruction data page).

- Lab
- Lecture

### Methods of Evaluation:

A student's grade will be based on a required final examination and multiple measures of performance including critical thinking. These methods may include, but are not limited to the following:

- Portfolios
- Skills Demonstrations
- Equipment Usage Demonstrations
- Classroom Participation
- Lab Assignments

### Other Method of Evaluation

This is a laboratory class with emphasis on the skills exhibited in executing assigned projects. The projects will be evaluated on creativity and technical skill. Along with the assigned projects, the student will be evaluated with a midterm, group critiques, individual meetings, and class participation.

### Textbooks:

1. Walter Murch. *In the Blink of an Eye (CLASSIC TEXTBOOK)* Second. Silman-James Press. 2005
2. Jonathan Kern. *Sound Reporting: The NPR Guide to Audio Journalism and Production (CLASSIC TEXTBOOK)* First. The University of Chicago Press . 2008

**Manuals:** None

**Periodicals:** None

**Other Instructional Materials:**

**Comparable Courses:**

1. **Community College Course**

Ohlone Community College

Video Editing for Film, TV and Electronic Media

BRDC-134

2. **CSU**

San Jose State University

Post Production Editing and Delivery

RTV 131B

**Board of Trustees Approval Date:** 12/15/2020