VISUAL STORY

Fall 2019: Wed 9:30 - 11:20, Friday 9:30 - 11:20

Faculty:

> **Ralph Vituccio**
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Visual Story (53-608)
Visual Story is a filmmaking class for non-filmmakers. Students are taught the basic language of filmmaking and the director's craft as it applies to the digital format. Aspects of mise-en-scene, classical continuity-style coverage, temporal and spatial montage theory, directing actors and thinking visually, will be essential to the new media director's palette. All forms of digital filmmaking will be discussed including dramatic, documentary and independent features as well as commercials, music videos and experimental subjects. Through lectures, readings, screenings, web-postings, discussions, writing and production assignments, you will learn the basic principles and vocabulary of film theory and aesthetics. Understanding these fundamental ideas are critical to developing a more critical eye towards creating new media.

Process
Students will work in teams to write, produce, shoot and edit several visual story assignments. Each assignment is designed to actualize key components in the creative and production process. The selected teams will remain constant throughout the term. Teams will be assigned within the first week of class.

Primary Course Objectives

1.   Understand basic principles of film grammar and cinematic techniques and how they are used to tell effective visual stories.

2.   Demonstrate how camera dynamics, cinematic continuity and editing technique work together in order to achieve dramatic results.

3.   Apply an informed vision of how the dynamics of visual storytelling work across all media such as video games, the web and interactive entertainment.

Secondary Course Objectives

1.   Analyze: How images are constructed.

2. <u>Meaning:</u> How images create meaning.

3. <u>Impact:</u> How images affect us on a personal level.

4. <u>Influence:</u> How they are intricately embedded in cultural and ideological frameworks.

Grading and Assessment

Group performance must be translated into individual grades. In order to avoid issues of fairness and equity as well as motivate and discourage the 'free-rider' student the following grading criteria will be used to help in process assessments:

1. A teams ***process*** will be assessed, not just the final product including an individual's ability to cooperate, communicate, etc.

2. Students will be asked to ***assess their own contributions*** to the team.

3. ***Individual students will be held accountable*** as well as group products and processes.

4. Students will be asked to ***evaluate their group dynamics and the contributions of their teammates***.
   (a) This will be based on effort, participation, cooperativeness, accessibility, communication skills, etc.

Production Assignments Grading Value

Solo Assignment 1: Composition   **5%**
Solo Assignment 2: Space   **5%**
Solo Assignment 3: 3-pic story   **5%**
Solo Assignment 4: Visual Rules   **5%**
Solo Assignment 5: Editing   **5%**
Solo Assignment 6: Self Evaluation   **5%**
Solo Assignment 7: OLI ColaborativeU Course **5%**

Team Assignment 1: Team Logo   **10%**
Team Assignment 2: Retrofit   **10%**
Team Assignment 3: Rapid Production   **15%**
Team Assignment 4: Final Production   **15%**

Solo Process: **15%**
Contribute equally to your teams' productions
Attendance
Class participation

Schedule:

		W		F
1		Aug 28 **Lecture:** Visual Story/Intro		Aug 30 **Lecture:** Composition
				Solo Assignment 1: Composition
2	Sept. 3 DUE 11:59 PM: Solo Assignment 1 [Composition]	Sept. 4 **Lecture:** Visual Space Solo Assignment 2: Space		Sept. 6 **Lecture:** Visual Structure (Contrast & Affinity)
3	Sept. 10 DUE 11:59 PM: Solo Assignment 2 [Space]	Sept. 11 **Lecture:** Visual Structure II Line & Shape Solo Assignment 3: 3-Pic Story		Sept. 13 **[Adventure Module]**
4	Sept. 17 DUE 11:59 PM: Solo Assignment 3 [3-pic story]	Sept. 18 **Workshop:** Camera techniques Team Assignment 1: Team Logo Solo Assignment 4: Visual Rules		Sept. 20 **Lecture:** Pre-Visualization/ Storyboarding **Workshop:** Storyboarding/Communicating Ideas
5	Sept. 24 DUE 11:59 PM: Team Assignment 1 [3-5 second logo animation]	Sept. 25 **Screen:** Team Logos **Lecture:** Directors Paperwork Team Assignment 2: Retrofit	Sept. 26 DUE 11:59 PM: Solo Assignment 4 [Visual Rules]	Sept 27 **REVIEW (quiz)** - Visual Rules
6		Oct. 2 **Lecture:** Editing Solo Assignment 5: Edit	Oct 3 DUE 11:59 PM: Team Assignment 2 [Retrofit]	Oct. 4 **SCREEN I:** Team Assignment 2 Retrofit
7		Oct. 9 **SCREEN II** - Team Assignment 2 [Retrofit] (if needed) **Lecture:** Mediated Narratives	Oct. 10 DUE 11:59 PM: Solo Assignment 5 [Editing]	Oct. 11 **SCREEN** - Solo Assignment 5 [Edit] **Lecture:** Process Team Assignment 3: Rapid Production

8	Oct. 13 DUE 11:59 PM: Team Assignment 3 [Rapid Production]	Oct. 16 **Class Discussion:** Story in Media **Lecture:** Final Project Options Team Assignment 4: Final Production		Oct. 18 NO CLASS **[Mid semester break]**
9		Oct. 23 **SCREEN I:** Team Assignment 3 [Rapid Production] A DUE 11:59 PM: Team Assignment 4 [Final Production - Pitch]		Oct. 25 **SCREEN II:** Team Assignment 3 [Rapid Production] B
10	Oct. 29 DUE 11:59 PM: Team Assignment 4 [Final Production - Process]	Oct. 30 **Presentations Process (Group A) -** Paperwork/storyboard/process/schedule/assets/props/tasks/roles/…		Nov. 1 **Present Process (Group B) -** Paperwork/storyboard/process/schedule/assets/props/tasks/roles/…
11		Nov. 6 **Critiques (Group A)**		Nov. 8 **Critiques (Group B)**
12		Nov. 13 **Softs Group A**		Nov. 15 **Softs Group B**
	Nov. 19 DUE 11:59 PM: Team Assignment 4 [Final Production]	Nov. 20 **SCREEN Group A**: Team Assignment 4		Nov. 22 **SCREEN Group B**: Team Assignment 4 Solo Assignment 6: Self Evaluation
13	Nov. 26	Nov. 27 NO CLASS **[Thanksgiving break]**		Npv. 29 NO CLASS **[Thanksgiving break]**

14		Dec. 4 **End of semester Q&A** DUE 11:59 PM: Solo Assignment 6 [Self Evaluation]		Dec. 6 NO CLASS **FALL FEST**

Schedule subject to change to accomodate guests or special class considerations

Attendance
Each student is allowed 4 excused absences for medical or other special/emergency considerations. Those 4 excused absences must be approved by the instructor.
If you need to miss class for any reason, please notify John Dessler or myself ahead of time. If you don't ask to be excused the following applies:
§2 unexcused absences lower letter grade by ½ grade.
§3 unexcused absences lower letter grade by 3/4 grade.
§4 unexcused absences lower letter grade by a full letter grade.

Late arrivals
We'll be keeping track of all late to class arrivals and taking note of how many times each student is late.
3 times late to class will lower grade ¼ grade.
Phone texting will not be tolerated.

Grading Policies
A+   100% - 98%
A   97% -92%
A-   91% - 90%
B+   89% - 87%
B   86%- 82%
B-   81% - 80%
C+   79% - 77%
C   76% - 72%
R   71% - 0%