Digital Video | ARTV 1351.6A1

CREDIT
3 Semester Credit Hours (2 hours lecture, 4 hours lab)

MODE OF INSTRUCTION
In Person

PREREQUISITE/CO-REQUISITE:
None

COURSE DESCRIPTION
Producing and editing video and sound for multimedia or web productions. Emphasizes capture, editing, and outputting of video using a digital video workstation.

COURSE OBJECTIVES
Upon completion of this course, the student will be able to:
- Use digital video capture and output methods.
- Apply appropriate compression schemes for various output.
- Integrate still graphics and animation into a production.
- Apply principles of video production.
- Identify the components of a digital video system.

INSTRUCTOR CONTACT INFORMATION

Instructor:	Susannah N. Dingmon, B.F.A.
Email:	sndingmon@eagle.lit.edu
Office Phone:	(409) 247-5328
Office Location:	TA4 100B

Office Hours:

Day of the Week	Morning	Afternoon
Monday	8:30am-9am	3pm – 5pm
Tuesday	8:30am-9am	3pm – 5pm
Wednesday	8:30am-9am	-
Thursday	8:30am-9am	3pm – 5pm
Friday	8:30am-9am	12:00pm – 3:30pm

Approved: Initials/date

REQUIRED TEXTBOOK AND MATERIALS
- **External hard Drive (Minimum 1TB Storage)**
  - *This is non-negotiable.* You are responsible for backing up your work consistently. Do not rely solely on school computers or cloud services.
  - **Note:** School computers only have USB-C ports. You may need to purchase a compatible adapter to connect your external drive.
  - **Recommended products can be found in the Resources folder on Blackboard.**
- **Camera or Smartphone with Camera Capabilities**
  - A dedicated camera is preferred, but a high-quality smartphone camera is acceptable for project documentation and process photos.

ATTENDANCE POLICY

Regular and punctual attendance is required for success in this course. Participation in class critiques, discussions, and hands-on work time is critical to your development as a designer.

Personal Days (3 Free Absences)

You are granted **3 personal days** to use for any reason – mental health, personal obligations, or emergencies. No documentation is required for these days, but you are still responsible for submitting any assignment due that day via Blackboard.

After your 3 personal days are used, all further absences will directly impact your final grade under the **Professionalism & Participation** category.

Attendance Expectations

You will counted absent if you:
- Are not present in class
- Leave class early without permission
- Disappear during class for an extended period

If you arrive more than 15 minutes late, you will be counted tardy. **Three tardies equal one absence.**

Excused Absences

Excused absences apply only to:
- Serious illness or injury (doctor's note required)
- Bereavement
- Official school activities
- Weather conditions that close the campus.

Supporting documentation is required for all excused absences beyond your 3 personal days.

Accountability Policy

If you exceed your personal days without documentation, your grade will be affected.

Attendance and participation make up 10% of your final grade.

I will not initiate follow-up meetings for attendance concerns. You are responsible for managing your attendance and understanding your standing in this course.

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process.

If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

DROP DATES

Last day for students to drop with refund: September 10

Last day for students to drop WITHOUT academic penalty: September 26

Last day for students to drop with academic penalty: October 31

COURSE CALENDAR – *Dates are subject to change with proper notice given.*

DATE	TOPIC	In-Class Activity	ASSIGNMENTS (Due on this Date)
8/25/2025	Course Introduction & Setup	Syllabus review, project overview, file/folder setup, Adobe Rush tour	
8/27/2025	Shot Types & Storytelling	Lecture: framing, angles, emotion. Phone footage editing demo	Shot Type Practice Edit (1-2 mins)
9/1/2025	NO CLASS	NO CLASS	NO CLASS
9/3/2025	Editing in Rush: Cuts & Audio	Cutting clips, adding music, fade-in/out, voiceover recording	Audio Practice Edit (layered clips)
9/8/2025	Project 1: Concepts + Scripting	Brainstorm 3 ads, define message, tone, call to action	Campaign Idea Pitch Worksheet
9/10/2025	Project 1: Storyboarding & Pre-Production	Draw storyboards, begin scripting, plan footage needs	Rough Storyboards Due
9/15/2025	Project 1: Phone Shooting Techniques	Lighting, stabilizing audio workarounds, capture lab	Raw Clips Cheklist
9/17/2025	Project 1: Editing Workday	Import footage, edit timeline, title cards, pacing pass	
9/22/2025	Project 1: Editing Workday + 1:1 Critique	Work time + One on One Critique, add text,music	

9/24/2025	Project 1: Editing Workday	Work time	
9/29/2025	Project 1: Editing Workday + Small Group Critique	Small Group Critique, revision plans	Rough Cuts of All 3 Ads Due
10/1/2025	Project 1: Final Critique	Full Class Critique	Final Ad Campaign
10/6/2025	Project 2: Intro to Music Video Editing	Watch examples, discuss mood, metaphor, and musical cues	Music Video Moodboard + Song Choice DUE
10/8/2025	Project 2: Beat Mapping in Rush	Import song, use markers, cut to rhythm, practice short edit	15-30 sec Beat Sync Test
10/13/2025	Project 2: Visual Metaphor + Lyric Matching	Explore visual symbolism, sketch 3 "visual moments" for lyrics	Concept Plan & Shot List
10/15/2025	Project 2: Phone Filming Lab	Record short movement sequences (dancing, gestures, transitions)	
10/20/2025	Project 2: Workday + Individual Check ins	Begin assembling full video, transitions + syncing, One on One critique	Rough Cut Due
10/22/2025	Project 2: Effects & Emotion	Optional Premiere features demo (speed ramping, filters)	
10/27/2025	Project 2: Workday + Small Group Critique	Small Group Critique + In-class revision and exports	
10/29/2025	Project 2: Final Critique	Full Class Critique	Final Music Video
11/3/2025	Project 3: Short Film Overview	Sample screenings, story arc breakdown, team/solo commitment	Project 3 Outline
11/5/2025	Project 3: Storyboarding + Role Planning	Scene planning, group logistics, location brainstorming	Storyboard + Role Assignments
11/10/2025	Project 3: Scriptwriting Workshop	Group edits, feedback, finalization of scenes/dialog	Draft Script Due
11/12/2025	Project 3: Audio & Production Logistics	Phone mic trick, syncing dialog schedule capture	Sound Plan Due

11/17/2025	Project 3: Production Lab	On-site filming, use class time for group filming/editing	
11/19/2025	Project 3: Workday	Teams begin syncing and trimming scenes	First 30-60 sec rough cut
11/24/2025	Project 3: Work day	Optional: One on One Critique	
11/26/2025	NO CLASS	NO CLASS	NO CLASS
12/1/2025	Project 3: Workday	Full video revision, color/audio polish	Rough Draft Due
12/3/2025	Project 3: Workday + Small Group Critique	Small Group Critique	
12/8/2025	Project 3: Final Critique	Full Class Critique	Final Short Film

Critique days are marked. Attendance and on-time submission are mandatory for full participation credit.

COURSE EVALUATION
1. **Project & Assignment Submissions (Content Mastery)**
   a. These grades evaluate the final quality of your work.
   b. You will be assessed on:
      i. How effectively your design meets the project brief
      ii. Technical execution and craftsmanship
      iii. Visual communication and creative problem-solving
      iv. Proper file preparation and professional presentation
   c. These are graded using detailed rubrics provided for each major project.
2. **Critique & Peer Review (Process Engagement)**
   a. Your participation in the critique is a critical part of this course and your preparation for real-world design work.
   b. You will be graded on:
      i. Being present and prepared for all scheduled critiques
      ii. Submitting your work on time for feedback at each project milestone
      iii. Actively engaging in critiques by offering thoughtful, constructive feedback to peers
      iv. Demonstrating improvement based on feedback in subsequent project phases
   c. Critique is not just about showing finished work; it's about your willingness to learn, revise, and grow as a designer.
3. **Professionalism & Participation**
   a. This grade reflects how you conduct yourself as a future professional:
      i. Attendance and punctuality
      ii. Meeting deadlines without reminders

iii. Communicating responsibly about absences or challenges
iv. Maintaining a respectful, engaged presence during class sessions.
b. Think of this as practicing the soft skills that will define your reputation in the design industry.

Final grades will be calculated according to the following criteria:

Project 1: 3x 30sec ads	20%
Project 2: Music Video	20%
Project 3: Short Film (Optional Group Work)	20%
Critique & Peer Review Engagement	15%
Assignments (Skill-Building Exercises)	15%
Professionalism & Participation	10%

GRADE SCALE

- 90-100   A
- 80-89   B
- 70-79   C
- 60-69   D
- 0-59   F

FINAL GRADE REQUIREMENTS

To receive course credit for a General Education course you need a letter grade of "D" or better. To receive course credit for a Program Specific course you need a letter grade of "C" or better.
To understand if a course is a General Education requirement or a Program requirement for your degree, please check DegreeWorks on my.lit.edu

INCOMPLETE GRADE

There is an application to request for an "Incomplete" for a grade. Be aware this is an application, whether you receive an "Incomplete" as a grade is up to your Instructor's discretion and usually only awarded in dire and extenuating circumstances where the student is truly unable to finish the course.

TECHNICAL REQUIREMENTS

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at https://lit.edu/online-learning/online-learning-minimum-computer-requirements. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with

disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may also visit the online resource at Special Populations - Lamar Institute of Technology (lit.edu).

STUDENT CODE OF CONDUCT STATEMENT
It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

AI Statement

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI / ChatGPT in their courses.

AI Use Policy – Professional Standards for Responsible Integration
AI is rapidly becoming part of the creative industries, but using it well requires thoughtful decision-making and personal accountability. In this course, AI is treated as a **supplementary tool**, not a replacement for your creative process or personal development. You are expected to use AI responsibly, ethically, and transparently.

1. **Permitted AI Usage**
   a. **Idea Generation**
      i. AI tools may be used to brainstorm concepts, create moodboards, or explore early visual directions. This should serve as inspiration, not final output.
   b. **Technical Assistance**

          i. You may use AI-driven software features for efficiency tasks (e.g., resizing, color correction, background removal, or automating repetitive actions).

    c. **Reference & Exploration**

          i. AI-generated visuals may be consulted for style and reference, but your final designs must demonstrate original creative input and significant manual refinement.

2. **Transparency and Disclosure**

    a. **Citing AI Tools Used**

          i. You must clearly document any AI tools or services involved in your project and explain their specific role.

    b. **Process Documentation**

          i. In your project notes or reflection, describe how AI contributed to your design process and what creative decisions *you* made to finalize the work.

3. **Ethical Considerations**

    a. **Creative Ownership**

          i. Passing off AI-generated content as fully your own without modification or personal contribution is unethical and will not be accepted. Your portfolio should reflect *your* skills and creative thinking.

    b. **Overreliance**

          i. Relying excessively on AI to generate creative solutions without meaningful human input will negatively impact your project evaluation. AI is a tool. *You* are the designer.

    c. **Bias & Inclusivity**

          i. AI-generated content often reflects bias from the datasets it's trained on. As a responsible designer, you must remain critically aware of these issues and strive for diversity, inclusivity, and ethical visual representation.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION
How to submit projects
Assignments are to be turned in via Blackboard following a prescribed naming convention and save format that will be outlined in the project brief and the assignment submission folder. If a project requires a physical submission then you submit files to Blackboard AND provide the physical project to me directly. It will be returned when grades are posted.

Missed or Late Work – Professional Accountability
Projects
- Late projects will receive a **-5 point deduction per calendar day** past the due date.
- *Example:* if Project 1 is submitted 3 days late, the highest possible grade is 85%.
- Projects submitted more than 7 days late may receive a zero at the instructor's discretion. Late work beyond this point will not be guaranteed feedback or grading consideration.

Assignments
- Assignment are designed to build specific skills and prepare you for larger projects.
- **Late assignment will not be accepted.** Missed deadlines result in a zero for that assignment.

Critiques & Peer Review
Critique participation is a required part of your professional development and is directly tied to your grade. Your success in this field depends not only on the quality of your work, but also on your ability to present ideas, receive feedback, and contribute to the creative growth of others.
- Presentation:
  - If your work is not submitted by the project deadline, you will receive a zero for the presentation portion of the critique.
  - *You may still present for feedback, but no presentation credit will be earned for late work.*
- Participation (Feedback Requirements)
  - **One-on-One Critiques:** No peer feedback required. These sessions focus on instructor feedback and personal project review.
  - **Small Group Critiques:** You are required to provide feedback to *every peer in your group.*
  - **Full-Class Critiques:** You are required to contribute to a minimum of *three meaningful, constructive comments* during the session.

Critique Rules – Professional Collaboration Expectations
1. **Arrive Prepared with Your Work**
   a. Critiques are working sessions. The more prepared you are, the more valuable feedback you'll receive. Bring your best version to each critique, even if it's still in progress.
2. **Present Your Work with Confidence**
   a. Be ready to discuss your concept clearly and professionally.
   b. Explain your creative decisions and why your piece fits the project brief.

      c. *Avoid "poisoning the well" by leading with what you think is wrong.* Present as if you're speaking to a client.

3. **Invite and Guide Constructive Criticism**
   a. Take ownership of the critique by asking focused questions:
      i. "What's the least successful part of my design?"
      ii. "Where would you suggest I focus my revisions?"
4. **Listen Actively. Respond Professionally.**
   a. Feedback is not personal.
   b. Stay open-minded, avoid defensiveness, and focus on how your design communicates, not how it reflects on you personally.
5. **Remember: You Are Not Your Work**
   a. Design is a process. If your piece doesn't communicate as intended, that's a learning opportunity, not a personal failure. Growth happens through missteps.
6. **Record and Retain Feedback**
   a. Take notes or appoint someone to do so during critique.
   b. You may record audio feedback with the class's permission, just ask before starting.
7. **Give Feedback Professionally**
   a. Be constructive, specific, and respectful. Balance critique with what's working well.
   b. *Before offering solutions, ask:* "Would you like a suggestion?"
8. **Critique Feedback is Input, Not Command**
   a. You are responsible for deciding which feedback to implement. Not every suggestion will serve your design vision. Analyze, decide, and revise intentionally.

Scholastic Dishonesty
A student attending LIT assumes responsibility for conduct compatible with the Academic Honesty statement in the LIT handbook. Students have the responsibility to submit coursework that is the result of their own thought, research, or self-expression. Students must follow all instructions given by faculty or designated college representatives when taking examination, placement assessments, tests, quizzes, and evaluations. Plagiarism, copyright infringement, trademark infringement, or cheating, in any form, IS NOT acceptable. You instructor reserves the right to check any and all submitted work for plagiarism.

Cell Phone Policy
Cellphones and other electronic devices must be turned off while in class or used only with permission of the instructor.

Computer Requirements
Computer lab hours will be allotted to the students for the completion of classroom assignments and projects so please use your time wisely while on campus. Please bring a personal set of headphones to use when reviewing lesson tutorials/working ahead. Adobe Creative Cloud can be accessed on your personal home computer as well, but you will need to

meet minimum application specifications for the programs to run properly. Problems with your personal devices are not the instructor's responsibility.

Computer Literacy
It is expected that you have working knowledge of basic computer skills. These skills include but are not limited to powering up your computer, uploading and downloading files, opening and closing web browsers and programs, saving your work, knowing the difference between hardware and software. These concepts will not be taught in this course.

Classroom Policies
1. **Food and Drink**
    a. Food and bottled drinks are allowed, but please keep them away from computers and equipment. Be mindful of keeping your workspace clean and free from damage.
2. Internet Usage
    a. Professional net etiquette is expected for all course communications, assignment submissions, and online discussions.
3. Headphones & Audio Use
    a. Headphones are encouraged for watching tutorials or listening to music during independent work time. During lectures, tutorials, or critiques, please remove headphones and remain fully engaged.
    b. If you require headphones for sensory regulation, please notify me in advance.

Netiquette (Online Etiquette)
Please adhere to the same standards of behavior and professional respect online that you would follow in face-to-face communication with others, but most particularly when writing emails or when taking part in collaborative and discussion board activities.

      General Guidelines to Respect All Participants
- Respect the right of each person to disagree with others.
- Treat people the same as you would face-to-face.
- Respect the time of others.
- Always sign your name to any contribution you choose to make.
- Be constructive in your responses to others in the class.
- Do not use all caps (Doing so may be interpreted as shouting)
- Re-read your postings before sending them.
- Always think before you write.
- Respond carefully.
- Use appropriate grammar and structure.
- Spell-check your postings.
- Use appropriate business language at all time. (No text lingo)

Instructor Communication
For all forms of communication with me (Email and Phone calls):

Please allow 24-hours for me to get back to your inquiry. Note: If you email or leave me a message on Friday, I will get back to you Monday morning.

Discord Communication
The graphic design program has a discord channel for students to communicate with each other outside of school. You can post memes, videos, artwork, birthdays, etc.

Graphic Design Organization
We do have an organization known as LGA or Lamar Graphics Association. It is a student-led organization that encourages creativity and fostering a community with other designers. This organization is how the program fundraises so we can take trips to design studios or events held in Houston or further. If you'd like to join please let me know.

Optional Material Resources
The following resources are not required for this course, but will give you a more in-depth understanding in regard to subject matter will be covering.

AIGA membership - *$50/year for students*
AIGA is the professional association for design. This membership will give you opportunities to have your portfolio reviewed, invites to design conferences, and access to other creative professionals.

Smartphone Photography in easy steps: Cover iPhones and Android phones
ISBN: 978-1840789010

I reserve the right to make adjustments to the syllabus with proper notice to students.