TCOM 350
DVD DESIGN
Fall 2009 Course Information

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Office Hours: TR 3:30-5:30 and by appointment, 273 Letterman Building
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Classroom / Class time: RB 134c, TR, 2:00-3:15 pm

Optional Text:
  Sitter, M. (2004). *DVD Studio Pro 3 for Mac OS X: Visual QuickPro Guide.*
    Peachpit Press. ISBN: 0321267893

Academic Dishonesty:
  Academic dishonesty includes but is not necessarily limited to the following:
    A. Cheating or knowingly assisting another student in committing an act of cheating or
        other academic dishonesty.
    B. Plagiarism which includes but is not necessarily limited to, submitting examinations,
        or other material as one's own work when such work has been substantially
        copied from another or prepared as the product of a group experience.
  Any student who commits an act of academic dishonesty will be dismissed from the
  course with a failing grade.

Class Attendance:
  Absences are highly discouraged in this class. If you are absent because of a very serious illness
  or major family emergency on the day when an assignment is due, you must notify me as soon as
  possible.

Disability Accommodation:
  If you need course adaptations or accommodations because of a disability, if you have
  emergency medical information to share with me, or if you need special arrangements in case
  the building must be evacuated, please make an appointment with me as soon as possible.
  My office hours and location are: TR 3:30-5:30 and by appointment, 273 Letterman Building

Equipment Abuse:
  If a student deliberately or negligently breaks a piece of gear, or it's stolen because of his or her
  negligence, he or she pays for its repair or replacement. If a piece of gear is lost, stolen, or
  broken, and the student is not to blame, then he or she will not be held responsible. It is at the
  discretion of the professor to determine cause. Failure to pay restitution will result in an
  incomplete, a failure grade, or legal action. A student will have the right to appeal based on
  university, college, and departmental rules and regulations.

*The ultimate goal for this course is to have each student understand
the complexities and possibilities of DVD design and production.*

COURSE OBJECTIVES

A detailed exploration of DVD design via the evaluation of existing releases. Considers the design of DVD content, including the creation of menus, scripts and transitions. Requires the production of a DVD including still and motion graphics.

… Principles underlying the production of DVD titles
- Assessing a target audience: understanding their needs & abilities
- Primary steps in preplanning, authoring, and distribution
- Understand the advantages/limitations of various interactive options
- Delegation of responsibilities of each member of the DVD development team
- Awareness of copyright issues

… Elements of appropriate DVD design

Visual
- Become familiar with still & motion graphic creation (i.e., Photoshop & After Effects)
- Screen Layout - Text Usage - Use of Color

Aural
- Sound as background, foreground, or navigational aid

Navigation
- Consistency
- Introduction to affordances
 (on-screen elements whose shape/action gives clues to their use)
- Use of navigation elements (buttons, menus, etc.)
- User path analysis

… Individual production of a DVD project
- Storyboard development
- Interactive script building
- Become familiar with a DVD authoring environment (i.e., DVD Studio Pro)
- Asset creation (production of aural, visual, & textual elements)
- Audio, video, image, and text file conversion / exporting / importing
- File management (size, color palettes, cross-platform issues, etc.)
- Operation of a color scanner

… Evaluation of existing DVD releases
- Critique design techniques
- Highlight original approaches

Required Equipment for TCOM Audio/Video production:
You will need access to a personal Firewire Hard Drive to capture & transport video/audio files.

QUALITATIVE EVALUATION CRITERIA

Note: Your final grade in this course is determined by overall performance,
not through the simple result of adding points together.

Design / Presentation:	Percent	Written:	Percent
Alpha DVD Menus (due 11/12)	10.0	Project Proposal (due 10/22)	15.0
Beta DVD Project (due 12/03)	20.0	Peer Critiques (11/12,12/03)	10.0
Me On A DVD Project (due 12/19)	35.0	**TOTAL**	**100%**
DVD Of The Day Critiques (2x)	10.0		
- 1x Pre 2000, 1x Post 2004			

A = 90-100%	D = 60-69%
B = 80-89%	F = Below 60%
C = 70-79%	

COURSE SCHEDULE (may be revised to meet the needs of the class…)

Date	DVDOTD	Activity
Week 1		
August 25		**Intro, File Management, DVDOTDs**
August 27	**Past Student Work**	**Creating A Look - The Whole Package**
Week 2		
September 01		**Photoshop: Interface, Menus, Tools**
September 03		**Photoshop: Layout, Layers, Overlays**
Week 3		
September 08		**DVDSPro: Workspace, Assets, Tracks**
September 10	1-3	**Deconstruction: "CEC Showcase"**
Week 4		
September 15		**DVDSP/PS: Layered Menus**
September 17	4-6	**Deconstruction: "This Is TCOM"**
Week 5		
September 22		**DVDSP/PS: Buttons, Overlays**
September 24	7-9	**DVDSP: Practice Project**
Week 6		
September 29		**AE/DVDSP: Transitions**
October 01	10-12	**Deconstruction: "Jaron 1 & 2"**
Week 7		
October 06		**DVDSP/FCP: Markers, Stories**
October 08	13-15	**Deconstruction: "Picture Window"**
Week 8		
October 13		**FCP/Compressor: File Output**
October 15	16-18	**DVDSP: DVD Building / Burning**
Week 9		
October 20		**1 on 1 Proposal Planning**
October 22	Proposal **Due**	
Week 10		
October 27	Proposal **Returned**	**DVD Construction**
October 29	OPEN LAB	**DVD Construction**
Week 11		
November 03	OPEN LAB	**DVD Construction**
November 05	OPEN LAB	**DVD Construction**
Week 12		
November 10	OPEN LAB	**DVD Construction**
November 12	**ALPHA DUE**	**Peer Critiques to Facebook**
Week 13		
November 17	OPEN LAB	**DVD Construction**
November 19	OPEN LAB	**DVD Construction**
Week 14		
November 24	**"FRUESDAY"**	**NO CLASS**
November 26	**THANKSGIVING**	**NO CLASS**
Week 15		
December 01	OPEN LAB	**DVD Construction**
December 03	**BETA DUE**	**Peer Critiques to Facebook**
Week 16		
December 08	OPEN LAB	**DVD Construction**
December 10	OPEN LAB	**DVD Construction**
Finals Week	2:15 PM - Wed., Dec. 16th	**FINAL DVD Showcase…**

DVD Project Proposal
(15 percent)
DUE: Thursday, October 22nd

Required:

Write a 6 to 8 page (inc. flowcharts & storyboards), typed, double-spaced paper describing the DVD that you will develop for this class. This DVD is to be of your own design (*no templates allowed*). It should reflect the artifacts, clips, images, videos, sounds, and themes of your life that you would like to share with the world (i.e., a future employer…) **including a PDF copy of your resume.**

OR (w/ instructor approval) you may design a DVD for a single video production. This production MUST have a complement of additional assets (director's commentary, production stills, 2nd audio tracks, etc.). The DVD should reflect the artifacts, settings, and theme of this video production project. **It must include a PDF copy of the video's script.**

The following items should be included and/or discussed in your paper:

  1. The overall goal (i.e., How will your design capture your personality / video?)

  2. Identify your target audience (i.e., Who do you hope will watch this disk?)

  3. List your main assets (i.e., What particular content does your project contain?)

    - A concise outline of the items in your project.

    - This should include a description of each menu / track that you plan on including.

    - Describe how the navigation structure of the DVD will work.

  4. Draw a simple, half-page or larger, *flowchart* which illustrates the DVD's major
     menus, submenus, and navigation structure.

  5. Include a rough quarter-page *sketch* or **storyboard** of each menu in your project.

  6. Include a rough full-page *sketch* of a **DVD label / case insert** design for your project.

Suggestions:

- Remember to consider these design elements as you plan your project:

   (Don't worry if you are not exactly sure how you might implement a certain feature at this time.)

   - Images & Text (colors, backgrounds, image size, screen layout, typography)

   - Interactivity (highlight or layer buttons, timed returns, scripts)

   - Interface Style (motion menus, splash screens, overall "look and feel")

   - Navigation (main menu, sub-area menus, "home", "back")

   - Multimedia (sound settings, slide shows, text areas)

   - Special Effects (rollovers, animation, transitions (i.e., splashes & "drains"))

   - Document Includes (resume' / scripts, video and audio files)

FINAL PROJECT / COURSE GRADE CRITERIA

A ... Unique Design: Excellent - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Outstanding work in all areas of the course (discussion, papers, etc.).

A- ... Creative Design: Very Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Outstanding work in most areas of the course (discussion, papers, etc.).

B+... Fine Design: Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in all areas of the course (discussion, papers, etc.).

B ... Useful Design: Clear - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in most areas of the course (discussion, papers, etc.).

B- ... Fair Design: Mixed Quality - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability.
In addition to at least... Accomplished work in one area of the course (discussion, a paper, etc.).

C+... Underdeveloped Design: Some Future Promise - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability
In addition to at least... Average work in all areas of the course (discussion, papers, etc.).

C ... OK Design: Minimally Effective - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Average work in most areas of the course (discussion, papers, etc.).

C- ... Unfinished Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, OR Usability.
In addition to... Below Average work in most areas of the course (discussion, papers, etc.)..

D+ and below ... Unsatisfactory Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Below Average work in all areas of the course (discussion, papers, etc.).

HAVE A GREAT SEMESTER!
- Dr. J