DMA 346 (Spring Intersession)

Digital Media Production Workshop (Wed 9:30 – 12:00)
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COURSE OBJECTIVE: To provide students with actual experience in audio post production and sound design on DMA television production projects such as documentaries 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, VO, sfx, and re-record mixing, and Music Technology students composing original music scores, lifts, and background music 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, 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 faculty panel for the course 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 present the team's progress each week to the faculty panel and the entire class. Since this weekly presentation is the only time for project groups to consult with the faculty panel, **punctual attendance at every class 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 RESPONSIBLITIES:

TV Students are responsible for: 1) providing the project sequence with a window burn to the Audio and Music Tech students; 2) supervising all audio post production activities such as scheduling talent, directing ADR and VO sessions, and approving music and sfx tracks; 3) obtaining a signed *"Talent Release"* from all actors and narrators in the project, a signed *"Musical Composition Release"* from all students who compose original music for the project, and a signed "*Music Performance Release"* from all students perform a musical instrument or vocals on the project; 4) syncing the final composite sound track back to the video sequence; and 5) creating the weekly *Premiere Sequence* that shows each week's progress on the project with the following selectable audio tracks:

1) **Original** – plays the original soundtrack produced by the TV students with Tascam-original dialogue and copyrighted music.
2) **Composite** – plays the new final mastered mix of all the sound design elements combined into a composite soundtrack.
3) **ADR / VO** – plays only the re-recorded dialogue and VO narration performed by the Audio students in the Recording Studio.
4) **Ambience/sfx** – plays only the ambient sound, foley, sfx, and walla-walla tracks created or recorded by the Audio students.
5) **Music** – plays only the music score or background music composed, arranged, and performed by the Audio or Music Tech students.

Audio Students are responsible for: 1) booking the Recording Studio for ADR, VO, foley, and walla-walla sessions; 2) performing the actual recording and syncing of ADR, VO, foley, and sfx to the video cue points; and 3) performing as dialogue editor, re-recording mixer, and providing a final "mastered" mix of the composite soundtrack for layback to the video sequence.

Music Tech Students are responsible for composing, arranging, orchestrating, recording, mixing, and syncing original musical scores and "hits" to the cue points of the video sequence. Music Tech students will be asked to either: 1) "lift" the style and sound of a copyrighted piece of music supplied by the TV students, or 2) use their own creativity to create a completely original music track that delivers the emotional tone required by the video sequence. Music Tech students will also need to sign a *"Musical Composition Release"* for any original music they compose for the video sequence and a *"Music Performance Release"* for any musical instrument or vocal performance on the video sequence.

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. TV students complete the *"TV Producer Report"* format, while Audio and Music Tech students complete the *"Audio/Music Report"* format. *(See "DMA 346 Final Report" format sheets).* Each report must be typed in the proper format as prescribed on the sheet.

2) **FINISHED PRODUCT** - each team submits: 1) an **MP4 File** of the final project that has been tested for playback via SD Card on the classroom TV; and 2) a **Premiere Sequence** containing each week's progress with the selectable audio tracks.

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 instructors for your punctuality (**Attendance Score),** dependability, attitude, interpersonal skills, and overall ability to work collaboratively on class projects.

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

ACADEMIC INTEGRITY: Cheating or plagiarism in connection with an academic program or class at a campus is subject to discipline as provided in Sections 41301 through 41304 of Title 5, California Code of Regulations. Please consult the University Catalog section titled "Academic Integrity" for campus policy on cheating and plagiarism.

DISABILITIES: Students with disabilities are encouraged to consult the University Catalog for information on Disabled Student Services at (310) 243-3660. Any disabled student requiring assistance with exams or other course work may use these services.