



MONASH University
Information Technology

FIT3008
Advanced digital video

Unit Guide

Semester 2, 2011

The information contained in this unit guide is correct at time of publication. The University has the right to change any of the elements contained in this document at any time.

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Table of Contents

<u>FIT3008 Advanced digital video - Semester 2, 2011</u>	1
<u>Mode of Delivery</u>	1
<u>Contact Hours</u>	1
<u>Workload</u>	1
<u>Unit Relationships</u>	1
<u>Prerequisites</u>	1
<u>Chief Examiner</u>	1
<u>Campus Lecturer</u>	1
<u>Berwick</u>	1
<u>Academic Overview</u>	2
<u>Learning Objectives</u>	2
<u>Graduate Attributes</u>	2
<u>Assessment Summary</u>	3
<u>Teaching Approach</u>	3
<u>Feedback</u>	3
<u>Our feedback to You</u>	3
<u>Your feedback to Us</u>	3
<u>Previous Student Evaluations of this unit</u>	3
<u>Required Resources</u>	4
<u>Unit Schedule</u>	5
<u>Assessment Requirements</u>	6
<u>Assessment Tasks</u>	6
<u>Participation</u>	6
<u>Examinations</u>	8
<u>Assignment submission</u>	8
<u>Extensions and penalties</u>	8
<u>Returning assignments</u>	8
<u>Other Information</u>	9
<u>Policies</u>	9
<u>Student services</u>	9

FIT3008 Advanced digital video - Semester 2, 2011

The unit builds on the knowledge of basic concepts from [FIT2026](#) Sound and video studio by further developing an understanding of the multimedia development process, tools and techniques as applied to advanced time based media manipulation in multimedia content production. It introduces students to a range of techniques by which video can be manipulated and enhanced after the original material has been recorded.

Mode of Delivery

Berwick (Day)

Contact Hours

1 hr lecture/wk, 3 hr tutorial/wk

Workload

Students will be expected to spend a total of 12 hours per week during semester on this unit as follows:

- one-hour lecture
- three-hour tutorial

It is also expected that you will spend 8 hours doing personal study and research.

Unit Relationships

Prerequisites

[FIT2026](#)

Chief Examiner

Mr Mark Power

Campus Lecturer

Berwick

Mark Power

Contact hours: Thursday 10am - 12pm

Academic Overview

Learning Objectives

At the completion of this unit students will have -

A theoretical and conceptual understanding of:

- the nature of the development process as it relates to complex post -production projects, and the tasks and management processes associated with it;
- the characteristics of computer hardware and software which are used in the development of audiovisual content in a complex post production project;
- the need for management and control of the development process and the contribution which management tools and techniques can make to this process.

Developed attitudes that enable them to:

- understand the aesthetic and technical requirements involved in creating complex digital content and to be able to adapt these to their project.

Developed the skills to:

- demonstrate an ability to seamlessly combine separate media elements into their project;
- creatively combine and apply the tools and techniques learned in the prerequisite units with those covered in this unit to develop complex audiovisual content.

Demonstrated the teamwork skills necessary to:

- work as a member of a project team.

Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:

- a. engage in an internationalised world
- b. exhibit cross-cultural competence
- c. demonstrate ethical values

critical and creative scholars who:

- a. produce innovative solutions to problems
- b. apply research skills to a range of challenges
- c. communicate perceptively and effectively

Assessment Summary

In-semester assessment: 100%

Assessment Task	Value	Due Date
Major project documentation (group assessment)	30%	Week 4, 18 August 2011, 5pm
Motion graphics (individual assessment)	20%	Week 6, 1 September 2011, 5pm
Demonstration of two effects processes (individual assessment)	20%	Week 12, 20 October 2011, 5pm
Major compositing project (group assessment)	30%	Week 14, 3 November 2011, 5pm

Teaching Approach

Lecture and tutorials or problem classes

This teaching and learning approach provides facilitated learning, practical exploration and peer learning.

Feedback

Our feedback to You

Types of feedback you can expect to receive in this unit are:

- Informal feedback on progress in labs/tutes
- Graded assignments with comments

Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:

<http://www.monash.edu.au/about/monash-directions/directions.html>

<http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html>

Previous Student Evaluations of this unit

If you wish to view how previous students rated this unit, please go to

<https://emuapps.monash.edu.au/unitevaluations/index.jsp>

Required Resources

The software used in this unit is based on the Adobe Master Collection Suite, and Apple Final Cut Studio, and will be available for student access in computer labs.

Unit Schedule

Week	Activities	Assessment
0	Students should check the assignments and resources on MOODLE	No formal assessment or activities are undertaken in week 0
1	Introduction to unit, overview of assignments and activities	
2	Overview of Apple Motion and After Effects	
3	Concepts in motion graphics production	
4	Using masks and mattes	Assignment 1 due Week 4, 18 August 2011, 5pm
5	3D applications in post production	
6	Green screen capture	Assignment 2 due Week 6, 1 September 2011, 5pm
7	Chroma keying	
8	Motion tracking	
9	Planar tracking	
10	Particle systems	
11	Applying expressions and behaviors	
12	Rendering and troubleshooting	Assignment 3 due Week 12, 20 October 2011, 5pm; Assignment 4 due Week 14, 3 November 2011, 5pm
	SWOT VAC	No formal assessment is undertaken SWOT VAC
	Examination period	LINK to Assessment Policy: http://policy.monash.edu.au/policy-bank/academic/education/assessment/assessment-in-coursework-policy.html

*Unit Schedule details will be maintained and communicated to you via your MUSO (Blackboard or Moodle) learning system.

Assessment Requirements

Assessment Tasks

Participation

This unit has a group based assessment component of 60% and an individual component of 40%

To pass in this unit a student must obtain:

- 40% or more in the individual assessment, and
- 40% or more in the group assessment, and
- an overall unit mark of 50% or more.

If a student does not achieve 40% or more in the group assessment or the unit individual assessment, and the total mark for the unit is greater than 50% then a mark of no greater than 49-N will be recorded for the unit.

Due to the nature of group work in this subject, it is expected that all students will attend 100% of classes. Failure to do so may result in difficulties with passing the unit.

If you are absent for more than two tutorial sessions you must supply a medical certificate or other appropriate documentation. For applying for special consideration refer to the link provided under 'Extensions and penalties' at the end of this section.

If you are finding problems with this requirement please ensure you speak to your unit adviser as early as possible. It is your responsibility to ensure that you can make this commitment before you embark on this subject.

Please note that attendance at tutorials without any study outside of allocated class times will not be sufficient to complete the work required.

Make sure you have a copy of the project you are working on with you when you attend classes.

Assessment procedures for a non-performing team member

If the unit assessor, or one or more team members, becomes concerned regarding the contribution of one or more members of a group then the unit assessor will determine, using the project documentation, examination of current work and discussion with the students concerned whether the student or students are making an equitable contribution to the work of the group.

If it is determined that the student or students are not making an equitable contribution to the work of the group they may be deemed to be a non-performing team member.

In the event of this determination being made the group component of their assessment will be multiplied by a factor of up to 0.5 to arrive at a raw score.

• **Assessment task 1**

Title:

Major project documentation (group assessment)

Description:

Assessment Requirements

The aim of this document is to present an accurate picture of the goals and objectives of a project which is to be completed and ready to publish by Week 14.

Weighting:

30%

Criteria for assessment:

Attention to technical detail (8%)

Originality of concept, theme and outcome (8%)

Scope of project (8%)

Layout, clarity and professionalism of design (6%)

Due date:

Week 4, 18 August 2011, 5pm

Remarks:

Full assignment details will be posted on MOODLE

• Assessment task 2

Title:

Motion graphics (individual assessment)

Description:

Create an animated motion graphic which demonstrates an understanding of composition, timing, graphic design and audio as it relates to contemporary motion graphics as used in broadcast production.

Weighting:

20%

Criteria for assessment:

Demonstrated understanding of composition, aesthetics and timing (5%)

Establishment of customer profile and relevant information (5%)

Complexity and originality of effects/techniques and screen elements including sound (5%)

Clarity and complexity of supporting files (ROM content) (5%)

Due date:

Week 6, 1 September 2011, 5pm

Remarks:

Full assignment details will be posted on MOODLE

• Assessment task 3

Title:

Demonstration of two effects processes (individual assessment)

Description:

Each student should include a video sequence showing two effects that they have created, breaking down the individual processes involved.

Weighting:

20%

Criteria for assessment:

Demonstrated mastery of software and processes in constructing solution (10%)

Professionalism and clarity of presentation (10%)

Assessment Requirements

Due date:

Week 12, 20 October 2011, 5pm

Remarks:

Full assignment details will be posted on MOODLE

• Assessment task 4**Title:**

Major compositing project (group assessment)

Description:

Using 3D, compositing and video technologies, create an example which demonstrates skills in compositing and post production.

Weighting:

30%

Criteria for assessment:

Quality of media elements in final product (5%)

Effectiveness in portraying underlying message/story (5%)

Impact of effect solutions in the finished product (10%)

Integration of effect solutions in the finished product (10%)

Due date:

Week 14, 3 November 2011, 5pm

Remarks:

Full assignment details will be posted on MOODLE

Examinations

Assignment submission

It is a University requirement

(<http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-procedures.html>) for students to submit an assignment coversheet for each assessment item. Faculty Assignment coversheets can be found at <http://www.infotech.monash.edu.au/resources/student/forms/>. Please check with your Lecturer on the submission method for your assignment coversheet (e.g. attach a file to the online assignment submission, hand-in a hard copy, or use an online quiz).

Extensions and penalties

Submission must be made by the due date otherwise penalties will be enforced.

You must negotiate any extensions formally with your campus unit leader via the in-semester special consideration process:

<http://www.infotech.monash.edu.au/resources/student/equity/special-consideration.html>.

Returning assignments

Students can expect assignments to be returned within two weeks of the submission date or after receipt, whichever is later

Other Information

Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University's academic standards, and to provide advice on how they might uphold them. You can find Monash's Education Policies at:

<http://policy.monash.edu.au/policy-bank/academic/education/index.html>

Key educational policies include:

- Plagiarism
(<http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html>)
- Assessment
(<http://www.policy.monash.edu/policy-bank/academic/education/assessment/assessment-in-coursework-p>)
- Special Consideration
(<http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.h>)
- Grading Scale
(<http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html>)
- Discipline: Student Policy
(<http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html>)
- Academic Calendar and Semesters (<http://www.monash.edu.au/students/key-dates/>);
- Orientation and Transition (<http://www.infotech.monash.edu.au/resources/student/orientation/>);
and
- Academic and Administrative Complaints and Grievances Policy
(<http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy>)
- Codes of Practice for Teaching and Learning
(<http://www.policy.monash.edu.au/policy-bank/academic/education/conduct/suppdocs/code-of-practice-tea>)

Student services

The University provides many different kinds of support services for you. Contact your tutor if you need advice and see the range of services available at www.monash.edu.au/students. The Monash University Library provides a range of services and resources that enable you to save time and be more effective in your learning and research. Go to <http://www.lib.monash.edu.au> or the library tab in my.monash portal for more information. Students who have a disability or medical condition are welcome to contact the Disability Liaison Unit to discuss academic support services. Disability Liaison Officers (DLOs) visit all Victorian campuses on a regular basis

- Website: <http://adm.monash.edu/sss/equity-diversity/disability-liaison/index.html>;
- Telephone: 03 9905 5704 to book an appointment with a DLO;
- Email: dlu@monash.edu
- Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus.

Responsibility for student work

Students should note that they are, at all times, responsible for their work. All relevant material should be backed up on a regular basis to CD, DVD or Flash disks. The university has CD & DVD burners in the computer labs and blank CDs/DVDs may be purchased through the on-campus bookstore. Loss of assignment work due to hardware failure, virus or theft will not be accepted as reasons for late or non-submission of work. Students must hold an exact copy of all work which they submit for assessment,

Other Information

this copy should be held until your final result for the unit is released.