

# digital filmmaking

BACHELOR OF APPLIED SCIENCE DEGREE

## freshman year

## sophomore year

## junior year

## senior year

### GENERAL EDUCATION

Courses are online.

Transfer credits for general education courses are granted on a course-by-course basis based on a transfer request made by the student prior to matriculation. Transfer credits are not guaranteed. See transfer credit policy in the catalog for more details.

Communication & Critical Thinking  
Introduction to Psychology  
Critical Studies: Analytical Writing and Literature

Mathematical Concepts  
Creative Writing  
Popular Culture

Concepts in Science  
American History

### PROGRAM SPECIFIC

Still Photography and Digital Manipulation  
Production Sound  
Art Direction

Project Planning and Management  
Camera, Grip and Lighting  
Film History and Storytelling Techniques  
Visual Storytelling  
Screenwriting  
Directing

Production 1: Narrative  
Shooting for Visual Effects  
Post Production 1: Narrative Editing  
Production 2: Non-Fiction  
Post Production 2: Non-Fiction Editing  
Music & Post Production Sound for Film  
Title Design  
Music Video: Short Form Cinema

Screenwriting for Final Project  
Commercial Production  
Production 3: Final Project  
Video Manipulation  
Post Production 3: Editing  
Funding and Distribution  
Final Project  
Elective: Independent Study, Social Media or Beyond the Screen

### COMMON CORE

Media Sound & Visual 1  
Media Sound & Visual 2  
Living in a Media World 1  
Living in a Media World 2

Professional Life Skills  
Elective: Business of Media or Externship  
Business of Media is an elective course. In lieu of taking Business of Media, students may elect to take the externship elective. Students must complete an application process through the Education Dept. to determine eligibility for the externship.

First possible start date

Approx. 8 weeks

Length of Term

Approx. 16 weeks

Length of Semester

8 months

Length of Academic Year

32 months

Length of Academic Program

Steps to getting started

- Consultation/Campus Tour
- Submit Application \$95\*
- Acceptance Interview
  - Personal Essay
  - Testing (if applicable)
  - Transcripts
  - Scholarship Application
- Financial Aid Appointment
- Orientation

\* \$10 for Veterans. This is a one time non-refundable fee. Please see the refund policy in the catalog for more details.

Academic program typically follows the above course sequence; however, Ex'pression reserves the right to modify or change the school calendar, curriculum, class schedules, and/or course sequences as it deems necessary. Review our consumer disclosures at [www.expression.edu/disclosures](http://www.expression.edu/disclosures)

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## COURSE DESCRIPTIONS

DF106

### Still Photography and Digital Manipulation

This class combines basic concepts of photography in the field with studio manipulation tools. Each student will be taught basic photography concepts such as composition, lighting, exposure, depth of field, and talent direction. Students will also focus on taking these images and preparing them for various media using digital manipulation software. Concepts such as color levels, saturation, and formatting will be explored.

DF107

### Art Direction

This class teaches the students the tools necessary to understand how an Art Director on a motion picture set can unify the director's vision by conveying the overall visual appearance, stimulate the desired mood, and appeal to the target audience. Topics such as research, architecture, clothing, hair, transportation, and décor styles will be explored. Additional personnel crew roles such as production designer, set designer, set decorator, prop master, wardrobe and make-up artist will be addressed.

DF108

### Production Sound

The technical emphasis in this class is Production Sound. Students learn basic concepts of sound, micing and recording techniques. Techniques will be put into practice by recording in a variety of incrementally challenging scenarios.

DF201

### Project Planning and Management

This course teaches students the tools necessary to plan and manage a production shoot from pre-production forms, staffing, contracts, scheduling, and budgeting, to production and post-production logistics. Students are taught how to work with milestones and tasks, and create scene scheduling, call sheets, daily reports, and financial tracking. This class offers students the fundamental skills not only to be able to project manage their personal short films, but to be comfortable working in larger productions such as feature films, television shows, and commercials.

DF203

### Film History and Storytelling Techniques

After exploring the history of film and television, this class moves onto exploring the theory of story structure in fiction and non-fiction films (from the classic Hollywood 3-act structure to more unconventional non-fiction structures), editing techniques (analyzing how different scenes, edited differently, can reveal different portion of the story and provoke different audience reactions), and how to manipulate the audience's emotional response (depending on the sound, camera angle, height, depth of field, editing, pacing.) This class offers theoretical concepts, which students will put into practice by dissecting and reassembling scripts, shots, and scenes.

MGD111

### Visual Storytelling

This course teaches students the tools necessary to enhance their visual storytelling skills in preparation for their future careers. This will be achieved through a series of unique exercises, designed to develop skills in the standards of hand drawing and storyboarding. The course focus is twofold: a practical one—learning and improving hand drawing, body mass, rapid visualization, and perspective—and a theoretical one—learning about storytelling through storyboarding. The topics of timing, framing, camera movements, screen direction and editing will also be explored.

DF205

### Camera, Grip, and Lighting

A proper and motivated use of lights and cameras is a key to the success of a motion picture image. This class lays out the basic fundamental topics of working with cameras (framing, angle, etc.) and lights (classic 3-point lighting, etc.) and quickly moves onto more intermediate and advanced skills such as camera movement, depth of field, advance lighting techniques, grip, and rigging. Students also learn camera crew roles, and spend hands-on time with a variety of lighting and camera equipment to light and shoot a variety of scenes. Particular attention will be devoted to a motivated use of these tools to bring each scene to life.

DF206

### Screenwriting

This class explores the fundamentals of screenwriting and exposes students to short form films and screenplays. The class focuses on both fiction and non-fiction storytelling. Using various software and online tools the students will be taught proper formatting as well as develop strong writing skills. Students will be taught techniques to develop well-formed dialogue, strong characters, and various story arcs.

DF207

### Directing

This class explores the fundamentals of directing. Topics include the director's role before the shoot (working with scripts, scene breakdowns, casting, auditioning, and rehearsals) as well as directing actors and crew on the set. The course outlines the complex relationship that exists between actor and director by exploring what they need from each other in order to bring their roles to life; it explores methods of dealing with actors with confidence, both on and off the set, troubleshooting situations, shooting difficult scenes, how to maintain the project's vision, working with amateurs, and criticism.

DF301

### Production 1: Narrative

In this class each student will direct and shoot a short-form fiction film. Each student will apply the final touches to the script developed in their Screenwriting class and further develop it by creating storyboards, generating all necessary pre-production materials, and finally directing their short film. In addition to work on their personal project, students will act as crew members for their fellow classmates' short films. While working on all these projects, students continue to be immersed in the production process, furthering their learning in operating digital video cameras, lighting equipment, and production sound equipment.

DF302

### Production 2: Non-fiction

In this class students learn about editing techniques used in documentary filmmaking while they edit and complete their non-fiction film. Lectures focus on a variety of practical editing techniques as well as theoretical topics for non-fiction editing, such as character-driven documentaries, challenges to applying a fictional structure into a documentary, maintaining the project's vision, developing a story structure, and recreating crucial events.

DF303

### Production 3: Final Project

In this class students direct and shoot their short-form non-fiction film. Students will apply the final touches to the script and outline, which was developed in their Screenwriting class and further develop it by creating storyboards, generating all necessary pre-production materials, and finally directing their short film. In addition to work on their personal project, students will act as crew members for their fellow classmates' short films. While working on all these projects, students continue to be immersed in the production process, furthering their learning in operating digital video cameras, lighting equipment, and production sound equipment.

DF302

### Shooting for Visual Effects

This class explores the fundamental knowledge required to create media that will be used in a visual effects pipeline in postproduction. Students learn about advanced green screen techniques, and after shooting their footage students will learn about the general process of 2D and 3D motion tracking and matchmoving (the art of creating a virtual 3D camera based upon 2D video/film footage). Upon the completion of this class students will have acquired the knowledge to shoot live action plates for their personal project, as well as for commercials, music videos, or other projects that require visual effects.

DF303

### Post Production 1: Narrative Editing

This class explores the artistic and aesthetic principles and practices of narrative editing. Lectures offer examples and analysis of both successful and unsuccessful scenes and movies, and help the students understand those editing decisions that affect the narrative clarity, dramatic emphasis and subtext of motion pictures.

MGD412

### Title Design

Students learn how to use motion graphic design software to create animated type designs that integrate sound effects, music and motion graphics for digital cinema. Students work on simple animated words and build upon their knowledge to create opening and closing titles for their fiction and non-fiction films.

DF305

### Production 2: Non-fiction

In this class students direct and shoot their short-form non-fiction film. Students will apply the final touches to the script and outline, which was developed in their Screenwriting class and further develop it by creating storyboards, generating all necessary pre-production materials, and finally directing their short film. In addition to work on their personal project, students also become crewmembers for the other fellow classmates' short films. While working on all these projects, students continue to be immersed in the production process, furthering their learning in operating digital video cameras, lighting equipment, and production sound equipment. Additional lecture topics include discussing elements in non-fiction film such as visual storytelling through b-roll, effective lighting for interviews, and getting good coverage in the field.

MGD403

### Music and Video: Short Form Cinema

Students are introduced to the history of the music video genre and discuss the evolution of the format. Students interface with real clients to brainstorm the concepts that will then be integrated into dynamic music videos. Students take the client's project from concept and storyboarding, to pre-production and live video shoots, to post-production and editing. The final project for this class is an edited Music Video.

DF307

### Post Production 2: Non-fiction Editing

In this class students learn about editing techniques used in documentary filmmaking while they edit and complete their non-fiction film. Lectures focus on a variety of practical editing techniques as well as theoretical topics for non-fiction editing, such as character-driven documentaries, challenges to applying a fictional structure into a documentary, maintaining the project's vision, developing a story structure, and recreating crucial events.

DF308

### Music & Post Production Sound for Film

Students learn basic concepts of music composition, mixing, and bedding, as well as how to polish their production sound through noise removal, equalization, and general mixing. In this course they will create the soundtrack for both their short-fiction and non-fiction films and plan out musical ideas for their final project.

DF401

### Screenwriting for Final Project

This class is designed to allow students to develop, revise, polish, and complete their final project screenplay in preparation for their Production 3 class. In this class the lectures expand upon the principles outlined in the "Screenwriting" class, and are aimed to help students in creating a compelling screenplay that is properly formatted, realistically producible, and that features strong storytelling. During the labs, students continue to work on their screenplay by building plots, sharpening the dialogues, and polishing their scenes.

DF402

### Commercial Production

Students are introduced to the history of commercials and discuss the evolution of the format. Students interface with real clients and the Creative Direction class in the Motion Graphic Design program to brainstorm the concepts that will then be integrated into a dynamic commercial. Students will take the client's project from concept and storyboarding pre-production and live video shoots, to post-production and editing. The final project for this class will be an edited commercial.

DF403

### Production 3: Final Project

In this class students direct and shoot their motion picture film as a group project. Initially the class uses the synopsis, screenplay, and other elements created in the "Screenwriting for Final Project" class to create their pre-production materials (such as scene breakdowns, locations, casting, art direction, etc.) The second part of this class is dedicated to the shooting of the film. Students demonstrate the skills acquired throughout their curriculum to shoot a high-quality, professional, and competitive film. By the end of this class students have the raw footage that will be then edited in the "Post Production 3: Editing" class.

DF404

### Video Manipulation

Students learn about the science and technical aspects of video and apply it to processing video as well as output considerations. The first half of the class is spent on topics such as color correction, video formats, codecs, and new technology. In the second half of the class students will work on their first two films, plan video treatment for their final project, and experiment with various techniques of video processing.

DF405

### Post Production 3: Editing

In this class students edit and complete their motion picture film. Having at their disposal a range of high-quality raw footage, students work on all stages of postproduction: from rough cut, to fine cut, and locked picture. Students are expected to contribute to the completion of their film using the skills acquired throughout the curriculum: from sound design and scoring to title design, color correction, and visual effects (if applicable). At the end of this class students deliver a completed film, which will be ready to promote and submit to film festivals and competitions.

DF406

### Funding and Distribution

This class offers business strategies and marketing knowledge to students on film distribution and fundraising. Students will also learn how to create project proposals and business plans.

MGD405

### Final Project

In Final Project, students plan, develop, and produce their on-line portfolio and demo reel, highlighting the work produced while attending Ex'pression and fully incorporate the tools and software skills from all prior courses. At the end of class students will have their own reel and online portfolio.

### Motion Graphic Design Electives

Students must take one of the following electives:

MGD407

### Elective: Independent Study

Independent study provides students the opportunity to pursue individualized study, and is student initiated, advanced level study, focused on specific learning objectives. Students work one-on-one with a faculty member to create learning objectives, goals, and evaluation methods. The purpose of Independent study is to allow students to pursue advanced academic study in areas where he/she has a foundational background. Students must be prepared to work independently and to meet regularly with a faculty sponsor. Faculty sponsors must be qualified to evaluate your work. Independent Study is intended for advanced-level students who have a substantial background in a particular area and are interested in doing specialized work in that area. Independent study is not appropriate for first and second year students. Students must have a faculty sponsor. Limited to three students per term.

MGD408

### Elective: Beyond the Screen: Motion Graphic Installations

In this course students are exposed to the applications of audio-video installations. Lecture topics include site-specific audio/video installations (such as multi-screen projections, VJ-ing), microcontroller-driven interactive installations, and dynamic render imaging. As a final project, students will develop and produce a site-specific audio-video installation.

MGD409

### Social Media

This course provides an overview of social media channels and contents. It examines social media content usage and best practices for portfolio creation and to spread the word. It focuses on reserving, building and utilizing social media blocks and tackling channels such as Gmail, Google Searches, Alerts, Docs, YouTube, Blip.TV, Vimeo, Global Citizen, Elance, and more. Other topics are explored such as photo and video optimization and syndication, best practices in building relationship and community, and community and relationship management. Throughout this class students will work on developing their social networking abilities, as well as promoting their motion graphics work and portfolios.



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