CURE3066 Video Production   (2nd Term, 2024-25)
影像製作

Day and Time: Tue, 1:30pm-4:15pm
Classroom: KKB 310 Lab
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Office Hour: Tue, 10am-12pm
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Course Description

This is an advanced course that focuses on practical application in the field of visual imagery. Students are required to have previously taken CURE2066 or possess a solid understanding of visual design principles, as well as basic proficiency in Adobe Photoshop and Adobe Premiere, along with some experience in beginner-level photography.

The course is comprised of lectures, readings, workshops, and practical image projects. Compared to CURE2066, this course delves further into advanced techniques of using Adobe Premiere and combines them with foundational skills in Adobe After Effects to explore the process of creating various visual effects. Building upon the instructional foundation of conventional elements in video production, such as photography, recording, and lighting, this course also covers and practices multiple shooting methods, including mobile photography, sports photography, and drone photography. These various shooting approaches enable students to effectively convey their creative ideas through rich visual forms, helping them explore and develop their own visual expression style while preparing them for future employment opportunities.

這是一門專注影像實踐的進階課程,要求學生曾經選修過 CURE2066,或已掌握視覺設計理念以及 Adobe Photoshop 和 Adobe Premiere 的基本操作, 具有初級拍攝經驗。課程由講座、閱讀、工作坊、實踐影像項目等組成。相比較 CURE2066 課程,本課會進一步講解 Adobe Premiere 的高階使用方法,並結合 Adobe Aftereffect 的基礎技巧,實踐不同影像特效的製作過程。在錄影、錄音、燈光等常規影像製作元素的教學基礎上,還會講解和練習手機拍攝、運動攝影、無人機拍攝等多種拍攝手段,以讓學生們的創意想法可以通過豐富的影像形式傳達出來,幫助他們探索和發展自己的視覺表達風格,也為將來就業做好準備。

Outcomes-based Teaching and Learning:
- Gain proficiency in various filming techniques and the editing skills required for artistic creation.
- Master the concepts of storytelling and editing in film and video, enabling effective collaboration with teams and production of visual works across various genres.
- Enhance students' aesthetic understanding of visual culture and acquire extensive practical experience in video production.
- Enhance students' employability skills to meet the requirements of different video making jobs in companies, enterprises, NGOs, and other organizations.

COURSE CONTENT & SCHEDULE
Week 1   Jan 7
Introduction to the course

Week 2   Jan 14
1. Story Telling and Narration
2. Premiere Practice I: Review of Basic Technology

Week 3   Jan 21
1. Story Telling and Photomontage
2. Premiere Practice II : Visual and Audio Special Effect

Week 4 Jan 28
Lunar New Year Holiday

Week 5 Feb 4
1. Camera Movement Practice
2. Sports Camera Operation

Week 6 Feb 11
Premiere Practice III
Ultra Key & Green Screening

Week 7 Feb 18
After Effect Practice I
1. Data Management
2. Key-framing
3. Masks, Layer Modes, Basic Effects

Week 8 Feb 25

Green Screening Workshop

After Effect Practice IV

Week 10 Mar 11

After Effect Practice II

1. Color Correction

2. Manipulating Footage

Week11 Mar 18

After Effect Practice III

1. Advanced Effects

2. 3D Camera and Mocha

3. How to create automatic follow

Week 12 Mar 25

Drone and Aerial Photography

1. Knowing about your drone

2. Plan your flight

3. Basic setting

4. Composition and camera movement

Week 13 Apr 1

Workshop of Drone Photography

Week 14 Apr 8

1. Workflows of Premiere and After Effects and Premiere

2. Conclusion

Week 14 Apr 15

Premiere and Aftereffect Exam

To finish a short drama film (< 5min) by using the footage provided in 2hours

Assessment:

- Attendance, participation & in-class exercises------------------------------------- 15%

- Midterm Excurses (individual) -- 15%

- Premiere and Aftereffect Exam – to edit a short film in 2 hours (individual) -- 20%

- Final Project (group / individual) --- 30%

- Report (>2000 words in either Chinese or English, individual) ------------------ 20%

Supplementary Readings：

1. Barnett, Daniel. *Movement as Meaning in Experimental Cinema: The Musical Poetry of Motion Pictures Revisited*. London: Bloomsbury Academic, 2017.

2. Bazin, André. *What Is Cinema*. Translated by Hugh Gray. Berkeley : University of California Press, 1971.

3. Bordwell, David. *Film Art: An Introduction*. New York: McGraw-Hill Education, 2015.

4. Cook, David A. *A History of Narrative Film*. Third edition. New York, London: W.W. Norton, 1996.

5. D. Giannetti, Louis. *Understanding Movies*. London: Pearson, 2017

6. D. Katz, Steven. *Film Directing Shot by Shot: Visualizing From Concept to Screen*. Calif.: Michael Wiese Productions, 1991.

7. Fridsma, Lisa. *Adobe After Effects Classroom in a Book 2024 Release*. San Jose, Adobe Press, 2024.

8. Jago, Maxim. *Adobe Premiere Pro Classroom in a Book 2024 Release*. San Jose, Adobe Press, 2024.

9. McGrath, Declan. *Editing & Post-production*. Boston: Focal Press, 2001.

10. Windhausen, Federico ed. *A Companion to Experimental Cinema*. Hoboken: Wiley-Blackwell, 2023.

Honesty in Academic Work: A Guide for Students and Teachers

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Section 5 CUHK regulations on honesty in academic work

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Section 6 CUHK disciplinary guidelines and procedures

http://www.cuhk.edu.hk/policy/academichonesty/p06.htm

Section 7 Guide for teachers and departments

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Section 10 Declaration to be included in assignments

http://www.cuhk.edu.hk/policy/academichonesty/p10.htm