New York University
Tisch School of the Arts

Reel Delivery: Design for Media Distribution

Course Syllabus

FMTV-UT 45-001, 002 / 3 credits (repeatable for 6 credits)
Undergraduate Film & Television Department
Spring 2013
Joseph Citta
joseph.citta@nyu.edu
(646) 387-2205 (mobile)
Office - Room 1125 - Wed 11 - 1, Tue 1 - 3

Course Description

Audiences view films in many different ways and methods of delivery are constantly changing. This class covers the delivery of film and video in all methods and formats from streaming online to handheld devices as well as future techniques. Students will create their own website using NYU web-space along with an optional companion DVD. This craft production course enables the student to prepare their reel, film or portfolio for delivery via different means, presenting their work in a well-designed context. Students with works in production can post dailies to their website and password protection will be addressed. Topics covered include project planning, all types of compression and encoding video for various methods of delivery, page creation and editing, graphical and navigational design, audio/video design, social media techniques and promotional concepts, and overall website authoring issues. Students will work with Dreamweaver, Final Cut Pro, Avid MC, DVD burning software, various video encoders, DVD authoring software, and Adobe Photoshop.

Course Objective

The objective of the course is for the student to end the semester with their films, reel and/or portfolio on a well designed website accessible on multiple platforms, and an optional DVD. More importantly, to acquire and develop the design and technical skills necessary to create them.
Class Requirements

**Grading policy** - Grades will be based on **prompt attendance**, the website with accent on content and effective interactive storytelling, consistency and cohesiveness of the website design - both navigational design and aesthetics, (technical execution and achievement also considered), **class participation** during critiques, weekly assignments, meeting of deadlines and due dates, and overall effort/improvement. **Unexcused absences** can result in a lowering of the grade (see below).

**Production Assignments** - Two projects will be completed by the individual student - one website and one (optional) DVD. The projects can contain similar content and navigational design - the video format and navigational design will have differences as the mediums dictate.

**Schedule of Assignments** - The exact assignments and their due dates will be listed in the online syllabus.

**Textbook** - Each student **must** keep a **digital based production book on their hard drive** - all class handouts found on the class website, plans for projects, flow charts, readings, and any other personal notes or ideas that will aid the student toward successfully fulfilling ideas. This is especially important since there is **no required textbook**.

**Attendance** - Consistent, prompt attendance is required. The instructor must be advised of an unavoidable absence within 24 hours of the class absence by email, text, or phone or it will regarded as an unexcused absence which will result in a lowering of the final grade. If a class is missed, it becomes **incumbent on the student** to acquire any handouts or materials, and complete any assignments that were given. Departmental policies dictate a lowering of the grade if more than two classes are missed.

**Readings**

Required:

Students are assigned online readings throughout the semester. Many of which have not yet been written.
Recommended Texts:

*Video Compression for Flash, Apple Devices and HTML5* by Jan Ozer  
*The Definitive Guide to HTML5 Video* by Silvia Pfeiffer  
*The Insider’s Guide To Independent Film Distribution* by Stacy Parks  
*Designing Interactive Digital Media* by Nicholas V. Luppa  
*Don’t Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition* by Steve Krug  
*Interactivity by Design* by Ray Kristof & Amy Satran  
*The Principles of Beautiful Web Design* by Jason Beaird  
*Designing DVD Menus* by Michael Burns & George Cairns  
*Sexy Web Design: Creating Interfaces That Work* by Elliot Jay Stocks

**Equipment** - allotment, hardware and software

Students will be using Dreamweaver, Photoshop (CS5.5), DVD Studio Pro, Final Cut Pro 7, and Avid MC 6. Other digital video conversion applications will be used as well. Students will be supplied with blank media (DVDs). A lab in which to work outside of class will be available with all relevant software, DV decks, NTSC monitors, etc. There is a Superdrive on each classroom station for archiving and burning work to DVD during the semester. Each student is required to have a **portable hard drive** and **bring it to every class**. The size of the hard drive should be at least 250 GB. The student will be using the space allotted them by the university for their website.
**Tentative week to week Syllabus - Spring 2013**

*A dynamic, weekly updated version of the syllabus including assignments, due dates and objectives of each class can be accessed at:*

http://www.nyu.edu/classes/citta/spring2013

---

**Week 1 - Introduction to the class.**

- Objectives of the class - Web and DVD as a delivery medium
- Overview of the semester - ideas discussed - each student discusses their goals and expectations this semester
- Screenings of past class work

**Objective:** Understanding goals and expectations of the semester

**Week 2 - Quick website overview**

- Flow chart design
- Introduction to Dreamweaver

Students will begin to put together a wireframe website that is navigationally correct - graphic design is not considered
- Individual meetings re: project ideas
- Screenings of past class work

**Objective:** Learn the basics of navigational design and Dreamweaver

**Week 3 - Introduction to working with Dreamweaver and Photoshop Workshop**

- Introduction to Photoshop
- Individual meetings re: project ideas part 2
- Creating a wireframe (skeleton) website

**Objective:** Learn the basics of putting together a wireframe website

**Week 4 - Working with Dreamweaver and Photoshop continued**

- Production Workshop
- Graphic design
- Using Dreamweaver and Photoshop together

**Objective:** Understanding Dreamweaver and Photoshop together

**Week 5 - website authoring and production workshop - website design I**

- Overview of preparing media for web delivery using Quicktime
- Using Photoshop to design pages for web video delivery, working with color combinations

**Objective:** Understanding various methods of preparing media for the web
Tentative week to week Syllabus - Spring 2013, continued

Week 6 - Production workshop - website production workshop - website design II - embedding and streaming video
   Objective: Understand streaming video

Week 7 - website user testing, critique and evaluation
   Objective: Know how to critique and be critiqued (web design)

Week 8 - Production workshop - finishing the website, individual meetings
   Keeping media organized
   Objective: Understand how to keep media organized

Week 9 - Working with and preparing media for DVD delivery
   Website due today (changes will be allowed until week 13)
   Designing menus for DVD part I - overlay menus
   Objective: Understanding the basics of DVD authoring

Week 10 - DVD authoring and production workshop - working with color
   Using Photoshop for DVD delivery
   Designing menus for DVD part II - motion menus, encoding video
   Objective: Understanding how to design menus for DVD

Week 11 - DVD user testing, critique and evaluation,
   DVD production workshop, individual meetings
   Objective: Know how to critique and be critiqued (DVD)

Week 12 - Production workshop - DVD authoring workshop, working with web and DVD media delivery together
   Optional DVD due today (changes will be allowed until week 13)

Week 13 - Final web & DVD Projects production workshop
   Final website and DVD due today

Week 14 - Final Projects screening

Deliverable during the semester
   Flow chart for website
   Flow chart for DVD
   Video encoded for DVD, web, and smaller screens
   Overall - designing a website and an optional companion DVD

Page 5 of 5