



COURSE GUIDE
Digital Postproduction
Master's Degree in Digital Media
Catholic University of Valencia

Course 2020 / 21



TEACHING GUIDE OF THE SUBJECT

		ECTS
SUBJECT: Digital Postproduction		6
Subject-Matter: Digital Postproduction		6
Module: Digital Video		18
Type of learning: Mandatory	COURSE: 1 SEMESTER: 2º	
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MODULE ORGANIZATION

Digital Video		18		
Duration and temporal location within the curriculum:				
Subjects and Courses				
SUBJECT	ECTS	COURSES	ECTS	Course/ semester
Capture and edit video and digital audio	6	Capture and edit video and digital audio	6	1/1
3D Modelling and Animation	6	3D Modelling and Animation	6	1/2
Digital Postproduction	6	Digital Postproduction	6	1/2



TEACHING GUIDE OF THE SUBJECT: Digital Postproduction

Prerequisites: Not required

GENERAL GOALS

- Demonstrate proficiency in digital post-production techniques
- Master the specialized applications in this field
- Mastering the inter-application digital postproduction

BASIC COMPETENCES¹

Weight

	1	2	3	4
CB6 - Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often within a research context.			X	
CB7 - That the students can apply their knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.				X
CB8 - Students should be able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.		X		
CB9 - That students can communicate their conclusions what the knowledge and rationale underpinning these,? For specialists and non-specialists in a clear and unambiguous.			X	
CB10 - Students must possess the learning skills to enable them to continue studying in a way that will be largely self-directed or autonomous.				X

¹ List of all the competences. Each of them must be weighed up from 1 to 4, using as a criterion the contribution of the subject to the final development of the competence.



GENERAL COMPETENCES				
	1	2	3	4
CG01 - Working in an interdisciplinary team.				X
CG02 - Working in an international context.			X	
CG03 - Interpersonal relationship skills			X	
CG04 - Creativity. Ability to generate new ideas.				X
CG05 - Ability to collaborate with other professions, and especially with professionals from other fields. Identify the right professionals to develop creative work properly.				X
CG06 - Initiative and entrepreneurship.				X
CG07 - Motivation for quality.				X
			✓	

CROSS-SECTIONAL COMPETENCES				
	1	2	3	4
CT01 - Behave ethically in carrying out their responsibilities to the profession and society.				X
CT02 - Knowing the fundamental laws (international, national and regional) on equal opportunities between women and men.		X		
CT03 - Respect entrances to buildings and classrooms of students with disabilities to contribute in equal opportunities and full integration into the university community.		X		
CT04 - Understanding the relationships between gender and education training science and culture to design coeducational				



SPECIFIC COMPETENCES				
	1	2	3	4
E01 - Encouraging creativity and innovation in multimedia environments.				X
E02 - Knowing the specific production methods and especially digital art techniques to apply to the world of communication, also seeking new media.				X
E03 - Develop technical skills and procedures in traditional illustration and digital techniques for the creation and development of graphics, images, symbols and texts.				
E04 - Organize, sort and index all materials and files used in the development of digital projects, generating documents for proper conservation or query. And the ability for later search and retrieval of information.			X	
E05 - Generate new ideas and aesthetic solutions for the development of new designs in multimedia environments.				X
E06 - Analyze areas of information society in which media technologies can be useful and applicable.				
E07 - Plan and manage projects and technological developments.				
E08 - Synthesize creative ideas so that it is possible to transmit in				X



	1	2	3	4
E10 - Rate the design and composition to create visual messages.				X
E11 - Understand and convey the role of strategic communication as a factor of innovation.				
E12 - Analyze the characteristics of the digital production industry and its operation, investigating and detecting needs.				X
E13 - Understand, value and understand the ethical obligations in the environments of graphic design, digital video and multimedia web-and the need to comply with them.			X	
E14 - Develop graphic projects from conception to completion print or electronic on-demand.				
E15 - Create logos and define the company's corporate identity				
E16 - Retouch, manipulate and perform assemblies creative with digital images for further processing or photo inclusion in different media.				
E17 - Direct and layout for print media publications or digital.				
E18 - Create and manage digital content for print and digital media.				



	1	2	3	4
E20 - Capture, scan and edit the video material through nonlinear systems under narrative criteria.				X
E21 - Postproducir edited video material, adding effects, animation and titling				X
E22 - Convert and adapt audiovisual projects generated at different media and formats, both for broadcast and their conservation.				X
E23 - Direct and design three-dimensional animation for the development of industrial headers, presenting programs, advertisements and illustrations explanatory				
E24 - Conceptualize, plan and design Web pages according to market IT standards.				
E25 - Programming Web projects using appropriate computer				

LEARNING OUTCOMES
R-1 Demonstrates skill in digital post-production techniques
R-2 Master specialized applications in this field
R-3 dominates the interplay of digital postproduction applications



EDUCATIONAL ACTIVITIES		
ACTIVITY	N° Hours	presentiality
On-campus Class: preferably oriented training activity to acquire knowledge acquisition skills. refers to the oral presentation by the teacher, (supported by board, computer and projector for the display of text, graphics, software, etc..), to a group of students. These sessions expository, explanatory and demonstrative content.	15	100%
Computer practice: training activity aimed at acquiring skills through experimentation práctica. Se place in the computer room where it is developed to support learning using the computer. Includes working with specific software, Web queries, handling peripherals, etc.	60	100%
Independent work: Independent work of student activity that represents the time that the student must devote to material preparation.	60	0%
Tutorials: Personal attention or in small groups. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc..	10	100%
Assessment: Group of oral and / or written used in the initial, formative or additive assessment.	5	100%



EVALUATING SYSTEM		
Evaluating system	minimum weight	Maximun weight
Testing practices computer	5.0	10.0
Oral presentation of group work and individual	0.0	5.0
Individual monitoring of attendance at sessions and active participation	0.0	2.0
Deliverables activities	0.0	4.0

MENTION OF DISTINCTION:

The mention of Distinction will be awarded to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction may be granted. (Royal Decree 1125/2003).



DESCRIPTION OF CONTENTS
Introduction to Motion Graphics with After effects
The interface of Adobe After Effects
Coordinate origin and animation
Transformation Properties
Keyframes (keyframes types)
Curved trajectories and assistants
Curve Chart
Masks and shape layers
Effects masks
Masks and trajectories
Transparencies and brushes
Blend modes
Rotobrush and cloning brush
Effects and Chroma
Working with Text
Featured tools
3D space (lights, cameras, maps and track3d)
Render
Export and Output



TEMPORAL ORGANIZATION OF LEARNING		
	CONTENT/TEACHING UNIT	SESSIONS
1	Introduction to Motion Graphics with After effects	0,5
2	The interface of Adobe After Effects	0,5
3	Coordinate origin and animation	0,5
4	Transformation Properties	0,5
5	Keyframes (keyframes types)	0,5
6	Curved trajectories and assistants	0,5
7	Curve Chart	0,5
8	Masks and shape layers	0,5
9	Effects masks	0,5
10	Masks and trajectories	1
11	Transparencies and brushes	1
12	Blend modes	1
13	Rotobrush and cloning brush	1
14	Effects and Chroma	1
15	Working with Text	0,5
16	Featured tools	1
17	3D space (lights, cameras, maps and track3d)	1
18	Render	0,5
19	Export and Output	0,5

The sessions are four hours in duration.



BIBLIOGRAPHY

Bibliografía básica

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- Mattingly, D. (2013). *VFX y postproducción para cine y publicidad*. Madrid: Anaya Multimedia.
- Geduld, M. (2012). *After Effects Expressions*. Burlington, Mass.: Focal Press/Elsevier.
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Bibliografía complementaria

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Web:

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ADDITIONAL INFORMATION:

WORK PLANNING FOR SECOND AND FURTHER ENROLLMENTS:

There will be a special group for those students who have not registered for the first time, and a teacher responsible of this group. This teacher has to schedule six two-hour sessions for monitoring and mentoring. In each session the subject will be developed so as to reinforce the work of the skills that each student needs to pass the course. The assessment contained in the examination will be established in the official calendar of this subject. These sessions are available on the specific schedule. The blocks of content and tasks to be performed in each session are as follows:





SECOND AND SUBSEQUENT ENROLLMENTS DIDACTIC UNITS		
	LESSON	NUMBER OF SESSIONS
1	Introduction to After Effects. Windows, panels and preferences	1
2	AE basics	1
3	Masks, shape layers, transparency and brushes	1
4	Working with text and effects	1
5	3D space	1
6	Rendering and output processes	1