University of Arkansas – Fort Smith
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General Syllabus

CGT 2333 - Fundamentals of Technical Visual Communications

Credit Hours: 3   **Lecture Hours:** 2   **Lab Hours:** 2
Prerequisite: None
Effective Semester: Summer I 2013

I. Course Information

A. Catalog Description
The basics of videography designed for the novice. The fundamentals of shooting video, theory and history used to produce a short training video.

B. Additional Information
The course introduces the student to using multiple and varied approaches to visual problem solving. Investigation into alternate creative thinking techniques is explored and encouraged. Projects involve collaboration, problem solving, and meeting deadlines.

II. Student Learning Outcomes

A. Subject Matter
Upon completion of this course, the student will be able to:

1. Generate complex digital productions incorporating the following disciplines: multimedia, virtual and real camera use and proper placement
2. Utilize video editing tools.
3. Create introductory level video productions.
4. Analyze and apply script techniques.
5. Create graphic reconstructions.
6. Create tile-able and custom materials.
7. Understand and use bit map sizing.
8. Integrate digital video with other software packages.

B. University Learning Outcomes

Communication Skills
Students will develop photo realistic productions. Students will apply specialized information when they produce and display the presentation.

Technological Skills

Students will use software applications to transfer technical principles, ideas, and theories to new situations. Students will create examples, apply principles, and/or demonstrate an ability or skill of color application, photo realism, and reconstruction projects using available software.

Quantitative Reasoning

Students will arrange and combine information into graphics publications. Students will apply ethics to each of their projects

III. Major Course Topics

A. Professional Knowledge

1. Analog and digital images, file formats, video fundamentals.
2. Palettes and layers in Adobe Premiere
3. Image size resolution
4. Selection methods, painting tools, and blending tools.
5. Channels and masks.
6. Camera , lighting, scene development
7. Integration into 3DS Max
8. Ethics in graphics
9. Computer color basics.

B. Visualization Skills

1. Participate in small group projects.
2. Describe various types of graphic visual techniques.
3. Understand digital color blending.