

MEDIA ARTS: FILMMAKING AND AUDIO PRODUCTION

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INTRODUCTION AND PHILOSOPHY

The Media Arts Department offers technical and conceptual training in audio, film, and video recording and production to creative, mature students. Young artists receive the tools to create artistically, exploring and developing their own voice, in a field that often emphasizes collaboration. The students' mastery of craft is grounded in the fundamentals of film, video, audio and digital media. With a respect for the past, students boldly create new works and prepare for the challenges of an ever-changing field. This program's goal is to prepare students for admission to top universities in film, video, music technology and digital arts and also to prepare them to survive in the professional field of their choice as artists of sight, sound and motion.

Media Arts students are expected to master skills in audio recording, cinematography, directing, editing, lighting, motion graphics and script writing. In addition, all students in media arts will gain an understanding of the history, theory and aesthetics of communication arts in order to appreciate the art form and to make informed decisions in their own work.

NOCCA's Media Arts department is a Digidesign Sponsored School incorporating Digidesign hardware and ProTools software into its audio program. The department has Apple certified trainers to teach Final Cut Pro courses.

RESPONSIBILITIES

- 1) Students are required to perform in crew positions for group projects as well as initiate and complete solo works. Some of these projects will require the student to work outside of class time.
- 2) Students are required to crew for recording sessions requested by other disciplines.
- 3) All students are expected to handle equipment with care and promptly report any malfunctions, damages or missing items.
- 4) Each student has the right to freedom of speech as protected by the First Amendment of the United States Constitution. However, all students must make their projects within the bounds of national, state and local laws. This includes following all copyright laws. Students must also follow all rules of conduct specified by NOCCA.
- 5) All students are expected to attend the Media Arts Festival at the end of the year. Finished works are reviewed and critiqued by faculty and fellow students.
- 6) Students retain ownership of any projects they have created while in the Media Arts program. NOCCA retains the right to exhibit these works, keep an archival copy, and use portions of the work in promotional media for the school.

CURRICULUM

The media arts curriculum is a three-year program with an optional fourth year. Three units of credit can be earned in each of the levels. Many of the Media Arts activities are computer based so students also earn Computer Science credits (Digital Graphics and Animation, Multimedia Production, and Independent Study in Technology Applications) as a part of the Media Arts curriculum.

Media Arts Workshop

Media Arts Workshop (1 credit)

Project based introductory course in filmmaking and audio production

Level I:

Media Arts I (2 ½ credits) Fundamentals of film, video, audio and digital media
Digital Graphics and Animation (1/2 credit in Computer Science)
Apple Final Cut Pro Training

Level Ib:

Media Arts I (2 credits)
Same as Level I above except No Computer Science credit with this course and reduced history/theory.

Level II:

Media Arts II (2 credits) Intermediate techniques, portfolio creation
Multimedia Production (1 credit)
Digidesign ProTools Training

Level IIb:

Media Arts II (2 credits)
Same as Level II except No Computer Science credit

Level III:

Media Arts III (2 credits) Advanced techniques, senior project and exhibition
Independent Study in Technology Applications (1 credit)

Level IV:

Media Arts IV (2 credits) Independent Study (by special permission of the department)
Independent Study in Technology Applications (1 credit)

Course Descriptions**Introduction to Media Arts (Noncredit workshops for high school)**

Introduction to Media Arts is a series of workshops in which students are introduced to the basic terminology and techniques of filmmaking and audio production.

Media Arts Middle School Prep (Noncredit workshops for 6-8 grades)

Media Arts Middle School Prep is a series of topic specific workshops designed to explore the various aspects of media. Activities in animation, basic composition and camera control, storytelling, and exploration of the audio industry will be covered.

Media Arts Workshop

This is a course for students who already know the basics of audio and video production. The course explores the multimedia environment and how audio/video can be used and mastered. Students create projects in audio and video recording that allow student creativity to be fostered while skills are moved beyond a basic level. Both analog and digital (computer-based) techniques are developed.

Media Arts Level I

This is a course in the fundamentals of film, video, audio and digital media. The film/video section includes the basics of animation, cinematography, non-linear editing, scripting and an introduction to studio techniques. Apple Final Cut Pro training is offered at this level. The audio section includes the basics of music analysis, analog recording, microphones, mixing, the recording studio and the music business. Digital audio production is taught using computer based programs

such as Garage Band, Soundtrack Pro and an introduction to Pro Tools. The course also includes the history and theory of media arts and media literacy. Students at this level are encouraged to enter film festivals.

In the Digital Graphics and Animation course, students will use graphics, images, and/or video to create content-oriented productions. The media used within these productions will be developed, edited, or otherwise manipulated by the students. Final products should reflect multimedia elements, knowledge of design theory, effective use of productivity tools, and the conveyance of content-rich information.

Media Arts Level II

This is a course in intermediate techniques of film, video, audio and digital media with an emphasis on portfolio creation. The film/video section includes an extended exploration in film form: documentaries, narrative and experimental films. Screenwriting and directing for film and television are a major focus of this level along with the exploration of various jobs on a film/TV set. The audio section includes live and studio recording projects in both analog and digital media. Computer technology is used in the processing of digital data to produce a final product on digital or analog tape, CD, DVD, and web delivery. The course also incorporates Digidesign ProTools, Logic Pro, Ableton Live and advanced techniques in Apple Final Cut Pro. Students at this level are required to enter film festivals. The completion of an audio/video portfolio is the final goal of the course.

The Multimedia Productions course combines text, sound, motion graphics, animation, and video delivered by computer or other electronic means. The course focuses on the systematic design and development of effective, efficient, and appealing visual productions. Students plan and design production sequences, then use computer-based authoring/multimedia software to deliver the production.

Media Arts Level III

A course of advanced techniques in film, video, audio and digital media with an emphasis on a senior project and exhibition. This course is an exploration in personal vision. Exercises in audio/film/video are used to develop and produce a series of projects that allow the student to hone their skills and develop their own audio/film/video voice. Students demonstrate their ability to produce independent projects throughout the year. These projects incorporate business and audio/film/video objectives such as studio management, and mastery of digital techniques. All projects require students to write a report defining its objectives. The students also interact with local media professionals through the guest artist program. The completion of a senior project and the preparation and presentation of an exhibition is the final goal of the course.

Independent Study in Technology Applications is an advanced level course designed to build upon concepts of technology applications introduced and developed in previous technology courses. In addition to addressing basic concepts in greater depth, more advanced applications of technology are addressed in real-life contexts using multiple software platforms. Students enrolled in Independent Study in Technology Applications are required to:

- pose hypotheses/questions related to a selected problem;
- work with a mentor to determine problem to be solved and strategies to be implemented;
- develop and apply advanced technology application skills in the solution of the problem;
- analyze information for validity and relevance in the confirmation, testing, and solution of the hypotheses and questions;
- produce documentation to illustrate the progress of the project including, but not limited to, journals, logs, videos, pictorial documentation, computer programs, multimedia products, and printed books; and
- produce original work to solve the identified problem and publish the product in electronic media and print.

Media Arts Level IV

An advanced level course designed to build upon concepts of media arts developed in previous courses. With the help of a faculty advisor and a local media professional, students develop a contract or plan of independent study for the year. This must include at least one project which is collaborative in nature using artists from other departments at NOCCA or a local community group. The student must meet at least once a week with the faculty advisor for critique and review of their progress. Students are given the freedom to work semi-independently in the recording studio or in the field. Students also work toward refining their portfolio for college submissions and to enter festivals and contests. Level IV students may also participate in critiques and projects with other Media Arts students. Students in the Level IV program must publicly exhibit their work at the end of the year.

Independent Study in Technology Applications is a performance and production class with new problems and technology tasks each year. A student may repeat Independent Study in Technology Applications a maximum of two times.

Certificates

The Media Arts Department grants one of three certificates to students: Certificate of Artistry, Certificate of Achievement and Certificate of Recognition.

Certificate of Artistry is given to a senior who has successfully completed all Level III or IV requirements.

Certificate of Achievement is given to a senior who has successfully completed all Level II requirements.

Certificate of Recognition is given to a senior who has successfully completed all Level I requirements.

In all cases, the judgment by the core media arts faculty regarding the awarding of certificates is final.