



## VIDEO STORYTELLING I

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COURSE SYLLABUS

Fort Hays State University  
College of Arts, Humanities, and Social Sciences  
Department of Art and Design  
Travis Schlitter

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### COURSE INFORMATION

ART 475B - Topics in Art II: Video Storytelling I  
ART 875B - Graduate Topics in Art: Video Storytelling I

Credit Hours / 3.0  
Semester & Year / Fall 2021  
Course Prerequisites / ART 243 Graphic Design, ART 245 Comp. Asst. Graphic Design  
Location of Class / AD 202 (Schmidt Foundation Center for Art and Design, Room 202)  
Class Time / Monday-Wednesday-Friday, 8:30am - 10:20am

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### INSTRUCTOR INFORMATION

Travis Schlitter  
Assistant Professor of Motion Design  
Office: Schmidt Foundation Center for Art and Design, Room 211  
Office Hours: Monday & Wednesday 2:00pm - 5:00pm

*trschlitter@fhsu.edu*  
785.628.4435 (office)  
816.853.2695 (mobile)



[View profile for education and professional experience details.](#)

#### **Graduate Assistant**

Thomas Giebler  
Office: Schmidt Foundation Center for Art and Design, Room 201  
Office Hours: By appointment only.

*tjgiebler2@mail.fhsu.edu*  
316.243.8067

#### **Art & Design Department Office**

Lauren Sargent  
Administrative Assistant  
Office: Schmidt Foundation Center for Art and Design, Room 119  
Office Hours: Weekdays 8:00am - 4:30pm

*ltsargent@fhsu.edu*  
785.628.4247

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TEXTBOOK AND COURSE MATERIALS

### Book Recommendation:

[\*The Peregrine\* by J.A. Baker](#)

### Technology Requirement:

All students enrolled at Fort Hays State University are expected to have a computer\* for use in a variety of university learning experiences. **\*On-campus students are expected to have a laptop to ensure mobility.**

TigerTech only provides assistance with accessing and using FHSU hosted systems and University-owned equipment. FHSU does not sell computers and does not provide computer repair for student devices.

### Hardware:

To meet basic security, networking, and upgrade requirements, your computer should be running Windows 7 (or newer) or Mac OS X (or newer). Ideally, your computer's warranty should be supported by the manufacturer throughout your college career. Chromebooks and iPads are not recommended for use as your primary device due to limited functionality. Ask your instructor or academic department to learn about any specific technology requirements that may apply for each course in which you are enrolled.

### Software:

Enrolled students at FHSU can take advantage of a variety of options to get FREE and/or discounted software for use on personal devices at [www.fhsu.edu/tigertech/software/](http://www.fhsu.edu/tigertech/software/). If you have any technical issues, contact FHSU TigerTech 785-628-3478, notify to the instructor.

### Other Equipment:

(1) VIDEO CAPTURE DEVICE: This class will require students to capture video. FHSU will have some equipment available for studio use; however, several assignments ask students to shoot video outside of the classroom. Typically the video camera on an Apple, Samsung, or similar smartphone is sufficient, but students may use any digital camera available to them. The Art & Design main office also lends iPads with suitable cameras if a student has no other options.

(2) AUDIO CAPTURE DEVICE: Shotgun and lavalier microphones will be available for in-studio use, but personal gear, like a USB or Bluetooth microphone, can prove helpful.

(3) LIGHTING EQUIPMENT: Operational instruction and access to the in-studio lights will be provided, but for shooting outside the school, students may want to acquire a small video or photography light to improve video capture quality.

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### COURSE DESCRIPTION

Humans are addicted to stories. It has been this way since we began telling them. Over time the methods for delivering and recording stories have evolved, but we are more obsessed than ever. This class will explore storytelling through the world of video content creation with an emphasis on design. We will work with the tools and techniques vital for writing, capturing, editing, and sharing digital video content. From concept development and storyboarding, to camera operation and lighting, to film direction and editing with Adobe Premiere Pro, this class will cover a wide range of essential film-making instruction. Along the way, we will look into human's long-time connection to stories and what makes them so compelling and integral to our lives.

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### COURSE LEARNING OUTCOMES

After completing this course, students will be able to:

- Identify what makes a successful story
- Explain their ideas through storyboards
- Analyze and edit video footage in Adobe Premiere Pro
- Design titles and graphics for video projects
- Capture and edit audio files
- Prepare a light set-up for a simple interview
- Use a video camera to capture audio and video content
- Apply design thinking to audio and video projects
- Tell a concise and convincing story with video

#### **Prerequisites:**

This course structure is a launching point for story theory and an introduction to video editing software. However, we recommend taking **ART 243 Graphic Design** and **ART 245 Computer Assisted Graphic Design** before or during this class because of some of the more advanced concepts, design techniques, and software workflows.

#### **Course Expectations:**

To be successful in this course, students will be expected to:

- Deliver projects with a cohesive idea or design concept
  - Meets the requirements of the given assignment
  - Appropriately justify story and design concepts in their own work
  - Compare and contrast personal ideas with the work of others
  - Apply critical thinking and judgment in order to solve problems
  - Manage time, plan for projects, and be present for class activities.
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### TEACHING, LEARNING METHODS, & COURSE STRUCTURE

#### **Delivery Method:**

The Fall 2021 semester will be taught as a traditional on-campus course. However, several of the tools and procedures developed for hybrid class structures are applicable:

#### **Blackboard**

This tool is a university standard and will serve as the central hub for this class. Here you will find announcements, project information, links to video content, and more. Blackboard is also where you will turn in assignments. So, for this class, it will often require uploading a video within the relevant project module. Blackboard is good about sending alerts, but it is always good to check the course page early and often.

#### **VidGrid**

Used in connection with Blackboard, VidGrid is a video service that will host example videos, reels of relevant work, or any other video necessary for the course. Short tutorials and other video content will also be served with VidGrid.ed and provide a relaxed forum for questions and problem-solving.

#### **Instructional Approach & Course Structure:**

The instruction in this course centers around leveraging video as a storytelling medium. Lessons will rotate between lectures on story structure and best practices, workshop-based software instruction, and stories from real-world experiences on video production sets. The following is a breakdown of how the course is structured.

- The structure of the course revolves around (5) core projects and (1) final assignment.
  - Projects post in the Learning Modules section on Blackboard along with a pdf information sheet for downloading.
  - Once complete, students are required to upload projects within the appropriate assignment module before the deadline.
  - Students will present work for critique in a classroom setting.
  - All student work will post for peer review after critiques.
  - Scheduled class sessions consist of lectures and software demonstrations delivered in-person.
  - Recorded class sessions will post for study and reference.
  - Additional curriculum includes hands-on equipment demonstrations, workshops, and guest speakers.
  - Adobe Premiere Pro, Adobe After Effects, and Adobe Media Encoder are the primary software programs taught in this course.
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### COURSE SCHEDULE

This schedule is tentative and might change during the semester depending on how the course evolves. The content is subject to change depending on students' interest and progress. Students will be notified of the changes through announcements either in the class or at the Blackboard course site.

WEEK/DATES	TOPICS/LESSONS	PROJECTS
<p>WEEK 1 August 23 - 27</p>	<p><b>Objective:</b> Introduce storytelling, it's importance to human culture and how it plays a role in design.</p> <p>Handout / Syllabus Handout / Project 1 Information Sheet LECTURE: Storytelling Part 1 DEMO: Premiere Pro / Interface and basic functionality</p>	<p><b>Project 1 Storyboard Ending</b> Launch: Monday, August 23rd Due: Wednesday, September 1st</p>
<p>WEEK 2 August 30 - September 3</p>	<p><b>Objective:</b> Demonstrate basic editing techniques and practices in Adobe Premiere Pro.</p> <p>Project 1 group discussion DEMO: Premiere Pro / Basic Editing CRITIQUE: Project 1 Handout / Project 2 Information Sheet/Examples</p>	
<p>WEEK 3 September 6 - 10</p> <p>No Class - Labor Day Monday, September 6th</p>	<p><b>Objective:</b> Demonstrate basic audio editing techniques and practices in Adobe Premiere Pro.</p> <p>DEMO: Premiere Pro / Basic Audio Editing,  DEMO: Premiere Pro / Exporting Videos LECTURE: Sourcing Footage Project 2 group discussion</p>	<p><b>Project 2 Visual Poem</b> Launch: Wednesday, September 1st Due: Wednesday, September 15th</p>
<p>WEEK 4 September 13 - 17</p>	<p><b>Objective:</b> Demonstrate how to work with still images and graphics in Adobe Premiere Pro.</p> <p>DEMO: Premiere Pro / Animating Stills and Graphics</p> <p>CRITIQUE: Project 2 Handout / Project 3 Informatoin Sheet Project 3 Examples</p>	



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### COURSE SCHEDULE CONT.

WEEK/DATES	TOPICS/LESSONS	PROJECTS
WEEK 5 September 20 - 24	<p><b>Objective:</b> Provide an inspirational boost and demonstrate how to work with timing in edits and time remapping clips.</p> <p>DEMO: Premiere Pro / Clip Timing</p>	<p><b>Project 3</b> <b>Artist Trailer</b> Launch: Wednesday, September 15th Due: Wednesday, October 6th</p>
WEEK 6 September 27 - October 1st	<p><b>Objective:</b> Demonstrate techniques for working with typography and effects in Adobe Premiere Pro.</p> <p>DEMO: Premiere Pro / Typography DEMO: Premiere Pro / Video Effects</p>	
WEEK 7 October 4 - 8	<p><b>Objective:</b> Demonstrate basics of camera operation, scene lighting, and on-location audio.</p> <p>DEMO: Camera Operation CRITIQUE: Project 3 Handout / Project 4 Information Sheet/Examples</p>	
WEEK 8 October 11 - 15 Midterm	<p><b>Objective:</b> Reset and inspire &amp; possible guest speaker.</p> <p>LECTURE: DIY Lighting</p>	<p><b>Project 4</b> <b>How To Video</b> Launch: Wednesday, October 6th Due: Wednesday, October 20th</p>
WEEK 9 October 18 - 22	<p><b>Objective:</b> Demonstrate the power of adding design and motion graphics to footage, and a possible guest speaker.</p> <p>DEMO: Premiere Pro / Edit Original and AE Integration CRITIQUE: Project 4 Handout / Project 5 Information Sheet/Examples</p>	
WEEK 10 October 25 - 29	<p><b>Objective:</b> Demonstrate color correction, grading, and finishing techniques. Also, introduce advanced audio editing options.</p> <p>DEMO: Premiere Pro / Color Correction &amp; Grading DEMO: Premiere Pro &amp; Audition / Advanced Audio</p>	<p><b>Project 5</b> <b>Give It A Voice</b> Launch: Wednesday, October 20th Due: Wednesday, November 10th</p>
WEEK 11 November 1 - 5	<p><b>Objective:</b> Stories of on-set and production tips.</p> <p>LECTURE/DEMO: Interview Editing</p>	



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### COURSE SCHEDULE CONT.

WEEK/DATES	TOPICS/LESSONS	PROJECTS
WEEK 12 November 8 - 12	<p><b>Objective:</b> Launch the final and begin to discuss best practices for shooting and editing interviews.</p> <p>CRITIQUE: Project 5 Handout / Project 6 Information Sheet/Examples LECTURE: Interview Shooting</p>	
WEEK 13 November 15 - 19	<p><b>Objective:</b> Continue to prepare students for shooting and editing interviews.</p> <p>LECTURE: Interview Questions</p>	
WEEK 14 November 22 - 26	<b>Fall Break</b>	<p><b>Project 6</b> <b>FINAL / Personal Story</b> Launch: Wednesday, November 10th Due: Monday, December 13th</p>
WEEK 15 November 29 - December 3	<b>Objective:</b> Work week for final projects.	
WEEK 16 December 6 - 10	<b>Objective:</b> Work week for final projects.	
WEEK 17 December 13 - 17	<b>Finals Week</b>	

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### ASSESSMENT METHODS AND GRADING SCALE

There are 1000 points for this course. The grade you earn for this course depends on the total number of points you earn throughout the semester. The assessment methods and grading scale are as follows:

Percentage

Assessment Methods	How Many	Unit Points	Total Unit Points	Percentage
Participation	N/A	N/A	150	15%
Standard Projects	5	125	600	60%
Final Projects	1	250	250	25%

= A (90% and above)

= B (80%–89%)

= C (70%–79%)

= D (60%–69%)

= U (below 60%)



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### STUDENT HELP RESOURCES

Students have access to academic services, technical support and student services at Fort Hays State University. You can find the resources online at [FHSU Blackboard Student Tutorials](#) For more information you can contact TigerTech at 785-628-3478 or FHSU [TigerTech](#)

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### COURSE POLICIES

#### **Class Attendance/Participation:**

It is your responsibility to attend class on time and consistently. The instructor will post recordings of class sessions and updates on Blackboard, but if you miss class, you will inevitably miss crucial information. In addition, attendance will be regularly recorded and factored into the overall grade.

#### **Assignment Due Date:**

Unless prior arrangements are made all projects are due by start of class on the noted day. For every day late a project is turned in, the equivalent of one letter grade worth of points will be deducted from the total grade.

#### **Procedures for Assignment Submission:**

Each project will have an associated Learning Module on Blackboard. Students will be required to upload their finished project in the appropriate place before the due date.

#### **Fees:**

This course has no additional art fees.

#### **Other Policies:**

Academic integrity is essential. Students are expected to find inspiration, but if you directly copy existing work, severe penalties will be enforced.

Unless using a mobile device for research or taking notes please keep them silent and out-of-reach.

While the University is not mandating face coverings in general at this time, the University does recommend and support the wearing of face coverings in alignment with current public health guidance. Additionally, the University's policy on face coverings does allow for some local-decision making by instructors and event organizers. Students in this course are required to wear face coverings while in the classroom. This rule is subject to change, at the discretion of the instructor or as otherwise announced by the University.

While instructors and event organizers will attempt to resolve matters at the local level first, violations of this policy will be handled through the Student Code of Conduct process. Individuals may utilize the [Coronavirus \(COVID-19\) Concern Reporting form](#) for this purpose.

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### UNIVERSITY POLICIES

- [Academic Honesty](#)
- [Attendance](#)
- [Withdrawal](#)
- [Student Accessibility Services](#)
- [Kelly Center Support Services](#)
- [Title IX Policy](#) : FHSU is committed to fostering a safe and productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender, and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence, sexual harassment, sexual misconduct, domestic and dating violence, and stalking. If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact Amy Schaffer, University Compliance Officer and the FHSU Title IX Coordinator, at [alschaffer@fhsu.edu](mailto:alschaffer@fhsu.edu) or (785) 628-4175. The Compliance Officer can help connect you to campus and outside resources, discuss all of your reporting options, and assist with any concerns you may have.
- [Career Services](#)
- [Technology Services](#)
- [Smarthinking](#)

### DISCLAIMER

The instructor reserves the right to make modifications to this information throughout the semester.

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