

# DIGITAL FILMMAKING & VIDEO PRODUCTION

## Associate of Science Degree Bachelor of Science Degree

The Digital Filmmaking & Video Production program at The Art Institute of Philadelphia provides intensive training for individuals who want to be successful in this fast-paced, creative industry. Whether it's information or entertainment, the wide appeal of electronic media has created an increasing need for people skilled in the video production arts.

### PROGRAM OBJECTIVES

- Demonstrate a thorough understanding of the skills and responsibilities of the members of a production crew
- Deliver a product in a variety of industry standard resolutions and media formats
- Demonstrate a thorough understanding of editing theory and application
- Operate professional video and audio recording equipment
- Manage digital files in the execution of an efficient post-production workflow
- Record and mix audio tracks, and integrate them into video projects
- Create pre-visualization materials that can be used in the production of video projects
- Conceptualize and script video projects in a variety of industry standard formats
- Design and animate motion graphics, and incorporate them into video projects through non-linear editing and live switching
- Construct a portfolio reel in multiple formats which effectively conveys the best examples of the student's industry-quality work

### Additional Objectives - Bachelor of Science Degree

- Work with a crew of peers to create a short-film narrative or documentary that effectively conveys a full story concept with compelling characters
- Effectively direct actors to establish solid performances in video projects
- Formulate working relationships with real-world clients, integrating interpersonal communication skills
- Employ an effective production workflow for digital projects, including preplanning of technology needs, synthesizing timelines and managing budgets

### ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Entry-level employment opportunities in the digital filmmaking and video production industries include pre-production, lighting, broadcast, production, video editing, media authoring, and business aspects of the digital media industry.



# DIGITAL FILMMAKING & VIDEO PRODUCTION

## REQUIREMENTS FOR ASSOCIATE OF SCIENCE DEGREE

**120 Quarter Credits**

**Eight 11-Week Quarters or 88 Weeks**

### GENERAL EDUCATION

GE10110	English Composition I
GE10120	Art History: Prehistoric to Mannerist
GE10210	English Composition II
GE10220	College Math
GE10230	Art History: Baroque to Contemporary
GE10320	Effective Speaking
GE10440	History of Motion Media and Mass Communication
GE20510	Ethics
GE20710	Aesthetics
GE20810	History of Film
LS10110	Computer Science
LS20620	Business Law

### General Education Elective List A (Select 1):

GE10130	History of Photography
GE10310	World Literature
GE10330	American Government
GE10410	Introduction to Psychology
GE10430	Environmental Science

### General Education Elective List B (Select 1):

GE20520	Physics
GE20530	Sociology
GE20540	United States History: Early Period
GE20550	United States History: 20th Century
GE20560	Western Civilization: Ancient to Renaissance
GE20570	Western Civilization: Reformation to WWII
GE20590SA	Study Abroad
GE20610	Theatre Appreciation

### CORE COURSES

DF0015PF	Portfolio Foundations for Digital Filmmaking & Video Production
DF10110	Introduction to Video Production
DF10121	Principles of Lighting
DF10211	Television Studio Production
DF10231	Fundamentals of Design
DF10240	Introduction to Digital Editing
DF10311	Non-Linear Editing
DF10321	Multi-Camera Field Production
DF10331	Fundamentals of Scriptwriting
DF10341	Conceptual Storytelling
DF10411	Videography
DF10421	Producing and Directing
DF20511	Video Graphics
DF20521	Audio for Video
DF20611	Electronic Field Production
DF20620	Special Visual Effects
DF20630	Business of Digital Filmmaking & Video Production
DF20710	Interactive Visual Design
DF20721	Advanced Video Output
DF20731	Broadcast Studio Production
DF20810	Portfolio
IM10220	Digital Typography
IM10330	Introduction to Audio
IN20710DF	Internship I
PH10111	Introduction to Photoshop
PH10350	Principles of Digital Photography for Non-Majors
VE20850	Audio Post Production



# DIGITAL FILMMAKING & VIDEO PRODUCTION

## REQUIREMENTS FOR BACHELOR OF SCIENCE DEGREE

**180 Quarter Credits**  
**Twelve 11-Week Quarters or 132 Weeks**

### GENERAL EDUCATION

GE10110	English Composition I
GE10120	Art History: Prehistoric to Mannerist
GE10210	English Composition II
GE10220	College Math
GE10230	Art History: Baroque to Contemporary
GE10320	Effective Speaking
GE10440	History of Motion Media & Mass Communication
GE20510	Ethics
GE20710	Aesthetics
GE20810	History of Film
GE30910	Theories of Communication
GE30920	Logic
GE31040	Media & Pop Culture
LS10110	Computer Science
LS20620	Business Law

### General Education Elective List A (Select 1):

GE10130	History of Photography
GE10310	World Literature
GE10330	American Government
GE10410	Introduction to Psychology
GE10430	Environmental Science

### General Education Elective List B (Select 1):

GE20520	Physics
GE20530	Sociology
GE20540	United States History: Early Period
GE20550	United States History: 20th Century
GE20560	Western Civilization: Ancient to Renaissance
GE20570	Western Civilization: Reformation to WWII
GE20590SA	Study Abroad
GE20610	Theatre Appreciation



### General Education Electives List C (Select 3):

GE30930	Issues in American Society
GE30940	Literature and Culture
GE30950	Music Appreciation
GE30960	Introduction to Museum Studies
GE30970	History of 20th Century Art
GE30980	Creative Writing
GE31010	Study Abroad
GE31030	Comparative Religions

### CORE COURSES

DF0015PF	Portfolio Foundations
DF10110	Introduction to Video Production
DF10121	Principles of Lighting
DF10211	Television Studio Production
DF10231	Fundamentals of Design
DF10240	Introduction to Digital Editing
DF10311	Non-Linear Editing
DF10321	Multi-Camera Field Production
DF10331	Fundamentals of Scriptwriting
DF10341	Conceptual Storytelling
DF10411	Videography
DF10421	Producing and Directing
DF20511	Video Graphics
DF20521	Audio for Video
DF20611	Electronic Field Production
DF20620	Special Visual Effects
DF20630	Business of Digital Filmmaking & Video Production
DF20710	Interactive Visual Design
DF20720	Advanced Scriptwriting
DF20721	Advanced Video Output
DF20730	Digital Workflow
DF20820	Short Form Media Production
DF30920	Digital Marketing Strategies
DF30940	Senior Project Preproduction
DF30950	Acting and Directing
DF30960	Media Compression & Streaming Technologies

DF31011	Senior Project Production
DF41110	Portfolio Preparation
DF41120	Media Design Workshop
DF41130	Managing Media Productions
DF41140	Senior Project Post-Production
DF41210	Senior Portfolio & Defense
IM10220	Digital Typography
IM10330	Introduction to Audio
IN20710DF	Internship I
IN41110DF	Internship II
PH10111	Introduction to Photoshop
PH10350	Principles of Digital Photography for Non-Majors
VE20850	Audio Post Production

### Digital Filmmaking & Video Production Elective List (Select 2):

DF20530	Video Engineering
DF20640	Advanced Camera & Lighting Techniques
DF20731	Broadcast Studio Production
DF31030	Advanced Producing & Directing
DF41150	Digital Documentary Production
VE20610	Intermediate VFX II
VE30910	Production Studio I