Film Production Diploma Program
EXAMPLE PROGRAM SYLLABUS
Comprehensive Curriculum
Curriculum Includes Job-readiness/Soft Skills/Health & Safety
All lesson plans and syllabi are subject to change based Certificate of Completion choices

SUMMARY
This program is an exploration of conceptual and technical approaches to the untraditional means of Film Production.
Film Production is better known as the ability to perform or be job skilled ready in the following areas: Aerial Photography, Drone Technology, Color Grading, Color Theory, Graphic Design, Camera Operation, Lighting, layering, video/ motion graphics, pre and postproduction, digital signage, animation, VFX study, digital cinema production, marketing, social media tools, and web design. A combination of these courses has been developed and refined to offer the most diverse portfolio, attractive to the employer affiliates we serve.

OBJECTIVES
These skills are needed and will prepare you for entry level positions in the following fields: Graphic Designer, Digital Media artist, Digital Graphics Designer, Content Creation Specialist, Film Producer, Videographer, Web Designer, Brand Ambassador, Social Media Marketing and more.

COURSES
Digital Media 1, Digital Media 2, Graphic Design 1, Graphic Design 2, Digital Marketing/ Social Media Skills 1, Digital Marketing/ Social Media Skills 2, Drone Technology/ FAA preparation and Health & Safety / Job Readiness

REQUIRED MATERIAL
• 8-16GB USB Flash Drive or Portable USB or FireWire Hard Drive Dropbox account (Highly recommended)
• Notebook and/or sketch book

COURSE FORMAT
• Instructor Led Lecture
• Discussion/critique
• Interactive applications
• Virtual Lab time sessions

ASSIGNMENTS
Many of the course research requirements and assignments will be fulfilled during lab time, a one-hour session during in class meetings will be dedicated to projects and task assessments.

STUDENT ASSESMENT AND GRADING
Please reference Academic Policies and Procedures full Policy Aesthetic Evaluation Relates to your composition, design, and aesthetic approach as well as the originality and degree of creativity demonstrated in the execution of your project.

AESTHETIC EVALUATION
Relates to the use of technical comprehension and degree of skills demonstrated in the execution of setting up your project.

CONCEPTUAL EVALUATION
Encompasses how well you understood the technical issue followed the parameters given and attention to the details necessary for achieving the best solution. Evaluation on troubleshooting skills for hardware and software.

TECHNICAL/ CRAFTMANSHIP
You will be evaluated on how well you apply your technical skills, follow through, your attention to finer details of your execution including how well the project is technically put together and the appropriateness of those choices.

LEARNING STRUCTURE
- 560 Total clock hours - core curriculum
- 40 clock hours - Soft Skills and Health and Safety Training

LEARNING OUTCOME
• Each week will feature an interactive assignment with a level specific handout.
• Each month will result in a final piece that illustrates the section they have learned.

SOFTWARE
Udemy, 30 Bird Media, Certify, CompTIA, Lynda.com, Photo Shop, Adobe Creative Suite, Canvas LMS, Campus Café'

ATTENDANCE
Attendance on a daily basis is a mandatory requirement for all students. Any class session or activity missed, regardless of cause, reduces the opportunity for learning and may adversely affect a student's achievement. Students are responsible to instructors for class attendance and for any class work missed during an absence. Student is responsible to catch up on the missing material on his on by contacting fellow classmates or instructor.

Curriculum Breakdown

Month 1 – Graphic Design I

Week 1

Module A: Introduction to Graphic Design in Film Production
Module B: Elements of Design
Module C: Raster vs. Vector Images
Software: Adobe Illustrator- Pen Tool, Shape Tool, Pathfinder
Project: Logo Recreation

Week 2

Module A: Principles of Design
Module B: Image Types- Formats, Sizing, Resolution, Color Space
Software: Photoshop- Layers, Masking, Brush Tools, Working with Images, Output
Project: Tell a Visual Story

Week 3

Module A: Typography
Software: Adobe InDesign- Layout, Type, Setting, Online and Offline Publishing
Project: Create Marketing Assets

Week 4

Module A: Bringing The Elements and Principles Together
Software: Adobe Illustrator, Photoshop, InDesign
Project: Create (3 Piece) Personal Film Production & Design Portfolio

Month 2 – Graphic Design II

Week 1

Module A: Working with Clients
Module B: Understanding Branding
Project: Develop Case Study

Week 2

Module A: Working with a Client Brief
Module B: Creating a Brand
Project: Create Identity System for Client

Week 3

Module A: Managing the Creative Process
Module B: Cost Estimation

Software: Adobe InDesign- Layout, Type, Setting, Online and Offline Publishing
Project: Create Assets to Support Client Branding

Week 4

Module A: Delivering a Full Branded Package
Module B: Cost Estimation
Module C: Client Presentations
Project: Complete Visual Identity Package and Present to The Client

Month 3 – Drone Technology

Week 1

Module A: Loading and Performance
Module B: Regulations
Module C: Airport Operations
Module D: Radio Communications

Week 2

Module A: Airspace
Module B: Charts
Module C: Weather Theory
Module D: Loading and Performance

Week 3

Module A: Simulation 14CFR
Module B: Photogrammetry
Module C: Design A Mission For 3D Mapping
Module D: Manipulation of 3D Map

Week 4

Module A: Drone Videography
Module B: Mission for Videography
Module C: Footage in Adobe Premiere
Module D: Footage Manipulation

Month 4 – Digital Media I

Week 1

Module A: History of Motion Pictures
Module B: Terminology Used in The Film Production
Module C: Camera Angles, hots, and Movements
Project: Interactive Assignment

Week 2

Module A: Operating, Settings, and Camera Types
Module B: Using Lighting, Outdoor/Indoor, Light Types
Module C: Camera Shots, Angles, and Movement
Project: Interactive Assignment

Week 3

Module A: Compositing Techniques
Module B: Green Screen Vs. Blue Screen
Module C: Keyframes and Timing
Project: Interactive Assignment

Week 4

Module A: Video Editing, Importing, and Laying Out Video
Module B: Creating Transitions and Title Animation
Project 1: Portfolio Video
Project 2: Interactive Assignment

Month 5 – Digital Media II

Week 1

Module A: What is Stop-Motion
Module B: Key Frame and Image Sequencing
Module C: Storyboarding and Storytelling
Project: Interactive Assignment

Week 2

Module A: Using Props and Lighting in Stop-Motion
Module B: Animation Mediums, Claymation
Software: 2D, 3D and Motion Graphics
Project: Interactive Assignment

Week 3

Module A: Video Editing
Module B: Audio and Rendering
Software: Video Editing, Importing Sound and Rendering
Project: Interactive Assignment

Week 4

Module A: Bringing It All Together
Project: Production of Final Piece
Assessment: Session Evaluation

Month 6 – Digital Marketing I

Week 1

Module A: Conducting Primary Research and Accessing To Better Understand The Customer
Module B: Performing Qualitative and Quantitative Research
Module C: Exploring Potential Systems and Tools To Promote A Brand Through Digital Media Outlets
Project: Client Case-Study

Week 2

Module A: Writing Concepts For Testing New Ideas
Module B: Understanding Data Analysis and Reporting
Module C: Writing Strategically/Persuasively For Business
Project: Building A Survey For Online Research

Week 3

Module A: Writing A Marketing Plan
Module B: Effective Advertising/ Aesthetic Value
Module C: Public Relations and Distribution Strategies
Project: Develop Online Marketing Campaign Based on Survey Research and Results

Week 4

Module A: Pricing/ Merchandising Strategies
Module B: Consumer and Trade Promotions
Module C: Partnerships/ Sponsorships and Event Marketing
Project: Complete and Deliver Online marketing Campaign Based

Month 7 – Digital Marketing II

Week 1

Module A: Personal Portfolio Evaluation
Module B: CSS + HTML Styling
Project: Web Authoring Software, Social Media Platforms

Week 2

Module A: Writing for A Target Audience
Project: Populate Portfolio Website

Week 3

Module A: Keeping it Clean on Social Media
Module B: Bringing it All Together
Project: Finalize Online Portfolio and Enhance Professional Online Presence

Week 4

Module A: Delivering The Full Package
Module B: Preparing For Promotion Launch and Presentations
Module C: Industry Presentations
Project: Complete Visual Identity Package and Present

Month 7.5 Health and Safety
Job Readiness/ Health & Safety

Week 1

DAY 1 – IT fundamentals/ Computer hardware
DAY 2 – IT in the workplace when using software or film equipment
DAY 3 – Troubleshooting- hardware/ software/ fire extinguisher type and use for workplace events involving film or digital media
DAY 4 – Risk assessment associated with scene creation or low- budget equipment/ setup

Week 2

DAY 1 – Professionalism and Self-Management skills
DAY 2 – Etiquette/ attire
DAY 3 – Verbal and Non-verbal communication
DAY 4 – Interviewing/ resume writing and dive