DEFENSE INFORMATION SCHOOL

6500 Mapes Road, Fort Meade, Maryland 20755

Intermediate Motion Media Course
Training Program of Instruction

Training Effective Date: 01 January 2023

Supersedes TPI dated 06 December 2019

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Colonel, U. S. Army
Commandant

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COURSE PREFACE

Purpose

IMMC provides the knowledge and skills necessary to plan, produce and execute intermediate-level motion media in support of military public affairs, visual information productions, and documentation missions in order to effectively meet Commander's intent.

Reason for New Training Program of Instruction

Supports tasks selected by the Training Task Selection Board (TTSB) conducted on 18 August 2021.

Implementation Date

14 October 2022

Specialty Awarded

See individual Service documentation for specialty awarded.

Training Delivery / Training Length

Resident / 35 days

Course Description

Provides higher level training of motion media skill sets and visual storytelling in a joint service environment. Expands on the military communicator's basic skills and concepts of narrative and non-narrative productions, and introduces intermediate techniques with an emphasis on motion media storytelling, dynamic camera movements, intermediate editing, intermediate audio and lighting techniques, social media applications, and motion graphic design.

Course Prerequisites

Students attending this course must have satisfied at least one of the following:

Basic Combat Correspondent (BCC or BCC-60), Basic Mass Communication Specialist (BMCSC), Basic Multimedia Illustrator Course (BMIC), Basic Multimedia Reproduction Course-USMC (BMRC), Basic Public Affairs Specialist (BPASC, DINFOS-BPASC-ADL-R), Basic Public Affairs Specialist-Writer (BPAS-W), Basic Photojournalism Course-USAF (BPJC), Basic Still Photography (BSP), Broadcast Communication Specialist (BCS), Broadcast Communication Specialist-USAF (BCS-USAF), Mass Communication Foundations (MCF), Visual Production Documentation (VPD).

1. Must have at least 1 year of field experience consistently producing video-based products within the year prior to attendance in the Intermediate Motion Media Course.

2. Waivers may be considered for DINFOS graduates from video courses provided their command documents that they have 2-years OJT experience consistently producing video-based products, with at least one year the year prior to attendance in the Intermediate Motion Media Course.

International students attending this course must have an English Comprehension Level (ECL) of 85 and must understand the basics of videography: focus, composition, white balance, and storytelling. In addition, they must have one-year experience shooting and editing stories.

Service Prerequisites

See the Army Training Requirements and Resources System (ATRRS) site: https://www.atrrs.army.mil/atrrscc/ for Service prerequisites. School code 212.

Point of Contact (POC)

The POC for this Training Program of Instruction is the Course Development Office: cdo@dinfos.edu.

For registration information, contact the DINFOS Registrar at registrar@dinfos.edu.

TRAINING TASK INVENTORY

This Training Task Inventory (TTI) incorporates feedback from Training Task Selection Boards. Learning outcomes have been aligned with the Public Affairs Training and Education Council's Military Communication Competency Model.

Terminal Learning Objectives	Competency	Training Importance High, Medium, Low				
Enabling Objectives	Knowledge / Performance	USA	USAF	USMC	USN	USCG
1.0 Employ storytelling and interview techniques in writing, filming, and producing multimedia projects.	Performance	High	High	High	High	High
1.1 Demonstrate understanding of best practices for story structure.						
1.2 Identify and implement audio techniques that are intended to enhance storytelling and visual elements, including narration and non-narration.						
1.3 Apply visual structure as a storytelling technique.						
1.4 Conduct interviews using best practices and guidelines.						
1.5 Implement best practices for controlled-action video						
2.0 Develop communication strategy through storyboarding and scriptwriting.	Performance	High	High	High	High	High
2.1 Apply proper attribution to assets used in production.						
2.2 Develop original stories using storyboarding techniques.						
2.3 Create original scripts for story production.						
2.4 Demonstrate understanding of copyright and intellectual property use permissions.						
3.0 Create motion media content using best practices for pre-production processes and project management.	Performance	High	High	High	High	High
3.1 Apply best practices for project and team management.						
3.2 Demonstrate understanding of motion media and social media concepts.						
3.3 Apply best practices for pre-production processes.						
4.0 Produce high-quality audio that incorporates narrative and non-narrative storytelling, advanced audio editing techniques, and a variety of audio devices using digital editing software.	Performance	High	High	High	High	High
4.1 Apply audio effects as a storytelling technique.						
4.2 Differentiate audio devices and their use cases.						
4.3 Select appropriate audio devices for different uses.						
4.4 Construct well-edited content using digital editing software.						
4.5 Apply mixing, enhancing, and noise reduction techniques into multiple audio tracks in post-production editing.						

Terminal Learning Objectives	Competency	Training Importance High, Medium, Low				
Enabling Objectives	Knowledge / Performance	**USA**	**USAF**	**USMC**	**USN**	**USCG**
5.0 Produce audiovisual projects with high-quality lighting that demonstrate appropriate settings and techniques for capturing a diverse range of scenes and concepts.	Performance	High	High	High	High	High
5.1 Use lighting techniques appropriately for creative intent and narrative storytelling.						
5.2 Demonstrate proficiency in advanced lighting techniques, including lighting for controlled and uncontrolled action, interview lighting, modifiers, mixed lighting, low light techniques, and strategies for exterior and interior scenes.						
5.3 Identify and apply camera settings to achieve desired exposure and lighting.						
5.4 Measure color and intensity of light sources.						
6.0 Produce audiovisual projects using advanced camera operations to enhance storytelling.	Performance	High	High	High	High	High
6.1 Apply camera operations to develop storytelling narrative.						
6.2 Demonstrate proficiency using various camera operations and shooting techniques to support story development						
6.3 Demonstrate proficiency using dynamic camera movements with various equipment to support story development						
7.0 Employ advanced motion media editing techniques in the production of audiovisual projects.	Performance	High	High	High	High	High
7.1 Apply best practices for file management and workflow editing processes throughout production.						
7.2 Use sequencing, variable frame rates, and shutter speeds to demonstrate creative intent and build narrative.						
7.3 Create multiple exports to meet different client requirements.						
7.4 Apply keyframe applications, trim mode editing, and multicam editing						
8.0 Employ advanced graphics and animation techniques in developing audiovisual projects using After Effects (or a similar program).	Performance	High	High	High	High	High
8.1 Develop motion-based graphics and animation using After Effects or similar compositing program.						
8.2 Use animation techniques to create high-quality motion graphics.						

Terminal Learning Objectives	Competency	Training Importance High, Medium, Low				
Enabling Objectives	Knowledge / Performance	**USA**	**USAF**	**USMC**	**USN**	**USCG**
9.0 Employ best practices in color correction and color grading to enhance storytelling.	Performance	High	High	High	High	High
9.1 Implement color correction and color grading techniques into motion media editing processes.						
9.2 Create and use custom Look Up Tables in color correction and color grading.						
9.3 Demonstrate color correction and grading with Lumetri color panel tools and scopes.						
10.0 Maximize effectiveness of communication products	Performance	High	High	High	High	High
10.1 Apply best practices for the promotion and retrieval of communication projects.						
10.2 Apply SEO best practices in SEO for metadata and titles of video communications productions.						
10.3 Use data collection instruments for gathering and analyzing audience feedback.						

COURSE OUTLINE

Functional Area (FA) narratives describe how the course is organized to meet the level of student competency as identified by the Terminal Learning Objectives (TLO's) listed in the TTI and include projected instructional hours for each functional area.

FUNCTIONAL AREA 1: Strategies and Techniques

During FA1, students dive into learning the overall concepts and techniques essential to impactful visual storytelling. Students learn strategies for objective-oriented communication through various forms of storytelling and social media, and they practice applying their new knowledge by creating a Public Service Announcement (PSA). To further enhance their storytelling abilities, students are issued equipment necessary for dynamic camera moves, such as a slider, track and dolly, jib/minicrane, and gimbal and monopod, plus students explore techniques for capturing high-quality audio, using advanced lighting, applying color correction/grading, and creating animated logos in After Effects. Throughout FA1, instructors model the use of a three-phased digital workflow process involving preproduction planning, producing, and postproduction editing. Students apply this process to all practice exercises and performance exams throughout the course.

Total Unit Hours: 152

FUNCTIONAL AREA 2: Shooting and Producing

During FA2, students apply their new knowledge and skills to plan, shoot, and edit footage for their motion media stories and a social media piece. Students travel out into the community and shoot on location, which provides an authentic learning opportunity similar to what they might encounter while in the fleet or field, plus students use project and team management skills when working together to produce their non-narrated media stories. In the capstone project, students showcase their newly-acquired objective-oriented communication and visual storytelling skills.

Total Unit Hours: 112

Course Administration

The course administration hours include student in- and out-processing, gear issue and graduation.

Total Unit Hours: 16

Total Course Hours: 280

MEASUREMENT PLAN

This Measurement Plan establishes procedures for evaluating student achievement of objectives in the Intermediate Motion Media Course. All summative assessments are a permanent part of students' academic records and count toward their final grade. Each assessment is weighted to indicate its relative importance to the overall course grade.

Grading Policy:

Minimum academic standard: The minimum passing score for each evaluated item is 70 percent. The maximum score on a re-administered exam meeting the minimum standard is a score of 70 percent. Students must achieve a minimum passing score on each assessment before progressing in the course.

Recycles/Elimination:

Students will not be recommended for recycle; they will instead be recommended for elimination.

Functional Area 1 – Strategies and Skills				
Assessment		**TLOs Tested**	**Performance Outcome**	**Weight**
Performance Examination	EP 1 Student Interview First Draft	This performance exam is a culmination of TLOs 1, 4, 5, 6, and 7 identified in the course Training Task Inventory.	Students will demonstrate performance of filming, audio, lighting, and editing techniques by capturing and editing footage of an interview with a student IAW the provided rubric.	12%
Assessment		**TLOs Tested**	**Performance Outcome**	**Weight**
Performance Examination	EP 2 Student Interview Final Story	This performance exam is a culmination of TLOs 2 through 9 identified in the course Training Task Inventory.	Students will apply pre-production and storyboarding processes, and will continue to demonstrate performance of filming, audio, and lighting techniques. They will implement dynamic camera movements and postproduction methods including animation and color/correction/color grading techniques by editing their student interviews IAW the provided rubric.	18%
Functional Area 2 – Shooting and Producing				
Assessment		**TLOs Tested**	**Performance Outcome**	**Weight**
Performance Examination	EP 3 Non-Narrated Motion Media Story	This performance exam is a culmination of TLOs 1, 4, 5, 6, and 7 identified in the course Training Task Inventory.	Students will demonstrate performance of TLOs 1 – 9 by producing a non-narrated story based on an interview with a subject matter expert about a specific topic IAW the provided rubric.	31.5%
Performance Examination	EP 4-1 Narrated Motion Media Story Capstone	This performance exam is a culmination of TLOs 2 through 9 identified in the course Training Task Inventory.	In Part 1 of this capstone project, students will demonstrate performance of TLOs 1 – 9 by producing a narrated story based on an interview with a subject matter expert IAW the provided rubric.	30.8%

Assessment		TLOs Tested	Performance Outcome	Weight
Performance Examination	EP 4-2 Social Media-Capstone	This performance exam is a culmination of TLOs 3, 4, 8 and 10 identified in the course Training Task Inventory.	In Part 2 of this capstone project, students will produce a short social media video related to Part 1 of their capstone IAW the provided rubric.	7.7%

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