

ART 3312-101 MOTION GRAPHICS

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ED MIDGETT- SPRING 2012
2:00 pm - 3:50 pm TTH - RM.210

OFFICE: ROOM 222 - 2nd floor. Wey Hall.
OFFICE HOURS: by appointment
Phone #: 262-2393

Prerequisites: Art 1001, 1002, 1003, Art 2104- Digital Imaging

SUGGESTED TEXTBOOK:

The Little Mac Book-a wonderful nuts and bolts on the Mac system- a must for Mac novices.
If you do not know much about the Mac please BUY THIS BOOK ASAP.

REQUIRED TEXTBOOK:

All textbooks for students will be provided online for free, or with links to the actual hard copy books. Students will have reading assignments from these online sources for most class meetings.

MATERIALS AND SUPPLIES:

Students should use thumbdrives, or other external storage devices for storing work. DVD or CD-R Rom Disk (650 -700 MB Recordable) are also encouraged for students to back up work periodically. Costs for other miscellaneous supplies will be required during the semester. Professional presentation for ALL project submissions is required for ALL course projects. Please do NOT HAND IN CD-ROMs withOUT Jewel Cases, although labels are discouraged as they stick in the slot loaders.

Big Projects = Big Drives.

All students are REQUIRED to have their own firewire / USB external drive with a minimum capacity of at least 250 GIGabytes. Please do not scatter your iPod or thumbdrive trying to write large data files to its tiny drive, they are not designed for it. 500 GB or higher is better. These should be preferably with FIREWIRE (although USB 2.0 can be used) and should be rated at 7200 RPM or higher in order to capture realtime video clips to disk. Students will be generating an amazing amount of data with sound, video and DVD clips in progress on projects and will need a space to store it safely and securely. Cheaper personal external thumb drives will not handle the transfer rates required to log video to disk. Look for 7200 RPM! The going rate for a firewire with 500 Gigs to 1TB is around \$80-100. Staples and Walmart carry these off the shelf or you can froogle it online. Look for 7200 RPM and USB 2.0 or USB 3.0.

DVD's and CD-ROMs- Most work will be handed in on DVD. Get the DVD-R (not the +R) as it seems to be more stable. 5 were \$2.50 at Biglots today. Incremental AUDIO (only) Backups can be done on CD-Rom burning multiple sessions to the same CD using Roxio's Toast software and the ISO9660 Format. Most of your work will be burned to DVD for grading. All Final Work turned in for grading must be in jewel case.

COURSE DESCRIPTION AND OBJECTIVES:

This is an intensive course in the use of the computer specifically for alternative forms of time-based media by artists and designers. The course concentrates on the use of the computer as a creative form of artistic self-expression. Experience in previous computer, drawing or photography courses is desirable. Students should be proficient in Photoshop and have taken Art 2104- Digital Imaging or an equivalent course by permission.

Students will study several advanced software and hardware applications as they apply to animation and time-based media, developing a personal process for creative problem-solving utilizing the elements and rules of design. Students will be encouraged to develop several possible solutions for all assignments, which will be reviewed in presentation by class critique throughout the working process. Working within proper procedures (i.e.-preparedness for critiques, tests etc. during conceptual (idea) stage to finished state) will be a factor in determining student's final grade.

Software we will be exploring this semester will include Apple iDVD, GarageBand, Final Cut Pro, Motion, and Adobe AfterEffects.

LAB TIME AND RESPONSIBILITIES:

Students should understand that there is a great deal of information to cover in a very short amount of time, that this knowledge can not be obtained without the necessary "hands-on" experience, and that the student is expected and required to spend a certain amount of time in the class laboratory in order to develop technical proficiency.

The Department Labs will be open from 8-11 PM Monday through Friday.

Students must access course software from other labs or personal workstations during other times.

GRADES WILL BE DETERMINED FROM THE FOLLOWING:

- 20% PROJECT #1- **Self- Promotional Interstitial / Bumper**
- 20% PROJECT #2- **Anecdote / Quote**
- 20% PROJECT #3- **PUBLIC SERVICE ANNOUNCEMENT**
- 20% PROJECT #4- **VISUAL SEQUENTIAL NARRATIVE - A Day in My Life**
- 20% PROJECT #5- **FINAL PACKAGE - THE REEL**

A= EXCELLENT. Outstanding, innovative approach to the problem. Goes well beyond the requirements.

B=ABOVE AVERAGE. Goes beyond the basic requirements of the problem.

C=AVERAGE. Satisfies the basic requirements of the problem.

D=BELOW AVERAGE. Does not satisfy the basic requirements of the problem. Problems with procedure and attitude.

F= FAILURE. Falls well below University standards for solving the basic requirements of the problem.

Severe attitude and procedure problems.

MOTION GRAPHICS

ABSENCES/ATTENDANCE

Attendance is mandatory. The instructor will take roll at the beginning of each class. Students are responsible for keeping up with their personal absences. The maximum number of unexcused absences is 3 per semester. Excused absences must be fully documented, usually by written medical excuse. Over 3 unexcused absences will result in a lower final grade. Your final grade will be lowered by one letter for every unexcused absence over 3. Over four absences may result in failure of the course, regardless of medical excuse.

Students entering class late or leaving class early will be counted 1/2 an absence. Please be punctual or early as this can be very important in assessing your final grades.

FINAL CRITIQUES/LATE WORK

Students are absolutely required to attend critiques and participate on days work is due. Absolutely no work will be accepted by students who miss final critiques without a documented excuse.

Students MUST have work ON THE WALL at THE BEGINNING of Class Critiques.
WORK NOT ON THE WALL AT THE BEGINNING OF CLASS CRITIQUE WILL BE CONSIDERED LATE AND WILL NOT BE ACCEPTED.
All work is to cease at the beginning of class on Class Critique Days. Students will not be allowed to be seated at workstations during class critique. Students unprepared to participate during work up class critiques will receive a letter grade off the final project for each work-up critique missed.

Students are required to participate during all class critiques, demonstrations and discussions. It is during this time that the exchange of ideas and opinions among your peers will lead to a better understanding of the design process, lending a subjective and objective viewpoint to your visual solutions. It is also during this time that we arrive at a common dialogue with which to approach visual problem-solving. We are all in the same boat, and the student is encouraged to freely express his/her opinion in class critiques, as we all share valuable personal individual experiences that are as important and relevant as anyone else's ideas and opinions.

Students who miss critiques or are not prepared to put a project up for critique on due dates will receive a "0" for that project with no chance of re-doing the project for a change of grade. Students with a legitimate medical excuse are expected to turn in work at the next class meeting. Work from these students will not be accepted any later than one week following the final due date. If for any reason whatsoever you are not satisfied with the grade or the quality of your project, those students who attended and participated in the final critique will have the opportunity to re-do any project for a complete and total change of grade. Students must submit re-designed projects to the instructor for critique, feedback, and direction prior to the final comp for that project. Re-done projects will be due no later than one week after they are handed back. Realizing that there are only Four major projects which will constitute your final grade, in order not to receive a "0" on a project, students are strongly advised to always be prepared to put something up for critique on final due dates. Under no circumstances will deadlines be extended.

Students are expected to come to class prepared during lectures, demonstrations and on days when work will be done in class. Students lacking supplies or other preparation will be considered absent. Conscientious preparation and learning to schedule and budget your time is vital to your creative growth, so lack of participation in all critiques and/or weak preparation can result in failing the course.

WORK UP CRITIQUES

Most work up critiques will be accomplished online, students will be required to optimize their images and upload them to the web for group crit. Students will be required to respond to each others images outside of class during work up critiques. Students will be required to sign up for a free blog account through Google. We will use this account for most class critiques, uploading files to YouTube for in progress critiques.

FINAL CRITIQUES

All Final Critiques will be accomplished by DVD at the time class begins. DVDs should at that time be burned- not burning. Students late to Final Crits risk having their work not considered for a grade. During all critiques- all work is to cease. All Final Work is due the Last Day of Class when all work will cease.

PLAGIARISM

Plagiarism will be reported to the Dean for the College of Fine and Applied Arts. Plagiarism will be dealt with in accordance with Appalachian's Code of Academic Integrity. THERE ARE LAWS AGAINST MISAPPROPRIATION OF IMAGE, IF IN DOUBT, SEE ME.

GRADES

The instructor will keep an accurate record of the student's performance. Final projects will be given two grades; concept-design (50%) and technique-craftsmanship (50%). Neat presentation of the electronic work is also a consideration for final grades. Students majoring in Art enrolled in Art 3312 must make a final grade of "C" or higher in order to receive credit for this class towards degree requirements.

FINAL PORTFOLIO

Students will be required to submit a Final DVD of ALL FINAL PROJECTS on the last class meeting. Students will not get these disks back.

ALL ELECTRONIC WORK (web-based media, etc) MUST BE SINGLE FILES ON DVD.
All work must be protected professionally in jewel cases.

MOTION GRAPHICS

COURSE PROJECTS

SOFTWARE: Adobe After Effects, Apple Soundtrack/GarageBand, iDVD, Final Cut Pro, Motion

PROJECT #1- Self- Promotional Interstitial / Bumper

15 seconds

Create a motion graphic with type and image that conveys something about yourself. This may primarily be typographic solutions. These will serve as a DVD Menu for Project 2 Works will be placed on Youtube and linked via blogger.com.

PROJECT #2- Anecdote / Quote

30, 45 or 60 seconds. DVD in jewel case.

Create a motion graphic with type and image using a sound file that you have generated yourself, or have found online or elsewhere. These should be iconic and/or historical but may also include current events that are common knowledge. Several speeches or sound bites may be edited together to create a new soundtrack as well. Other ambient sounds besides the found sound may be incorporated into a soundscape. Try to do this with still images and vector graphics instead of video, as it will simplify learning the basic features of After Effects with simple non-moving images- we will animate them ourselves.

PROJECT #3- PUBLIC SERVICE ANNOUNCEMENT

30, 45 or 60 seconds. DVD in jewel case.

Create a motion graphic around the concept of Art - Find your vision, Find yourself. OPTIONALLY, Create a motion graphic that informs the public and/or somehow helps society in some way for a Non Profit organization.

PROJECT #4- VISUAL SEQUENTIAL NARRATIVE - A Day in My Life

30, 45 or 60 seconds. DVD in jewel case.

Create a motion graphic around an existing or original soundtrack that relates a day in your life. It must have a beginning a middle and an end. This may be fantasy or real. Use the lyrics to the soundtrack (which may be original) to animate your concept. Think digital effects as you work up your storyboard. You might find an effect you are interested in that will suggest a concept.

Try NOT to be literal. How can you relate a social event or circumstance in your life in a compelling and universal way.

The CONCEPT is paramount here-no exploding zombies or rabid alien spaceships, please- and must be approved during preliminary class critique. Students are encouraged and expected to apply what they have learned with their own disciplines and personal visions, "pushing the envelope" in terms of the final form of the work and communicating a personal idea or opinion. Ideas will be explored in Storyboard presentation. Students are encouraged to incorporate digital video, although they should be effects-based and manipulated digitally.

PROJECT #4- FINAL PACKAGE - THE REEL

DVD in jewel case.

Students will spend the last three days of class with last revisions of their work and presenting all work on a final DVD. DVD's should incorporate a Splash Screen, menus and ALL work organized during the semester. Works should be TV-Safe and have appropriate 5 second black pad on the intro and outro. Additionally, you should include weblinks to your blog, storyboards and the original quicktime movies on the DVD-Rom portion of the final DVD.

One copy will be due to the instructor on the last day of class- students will not get these DVD's back.

ART 3312-101 ~ Motion Graphics ~ ED MIDGETT ~ SPRING 2012 ~ 2:00 pm - 3:50 pm

	TUESDAYS	THURSDAYS
JAN	1 FIRST DAY OF CLASS LECTURE/DEMO-After Effects Basics	17 19 LECTURE/DEMO-AE, Final Cut Workflow, Codecs, Youtube, Blogger Intro to Final Cut Pro
	2 Demo- AUDIO Editing Lecture / Demo GarageBand Exporting Files / File Formats	24 26 CLASS CRITIQUE Proj 1 in progress
FEB	3 LECTURE/DEMO- AfterEffects Work In Class	31 2 CLASS CRITIQUE Proj 1 in progress
	4 * FINAL CRIT- Project 1 on Blog and on DVD	7 9 CLASS CRIT- STORYBOARD for proj. 2 - The Quote LECTURE/DEMO- AfterEffects
MAR	5 LECTURE/DEMO- AfterEffects Work In Class	14 16 CLASS CRIT- WORK IN PROGRESS- LECTURE/DEMO- AfterEffects
	6 LECTURE/DEMO- AfterEffects / Motion	21 23 CLASS CRIT- WORK IN PROGRESS- LECTURE/DEMO- Beyond the Basics with AE MARCH 26 = LAST DAY TO DROP
	7 LECTURE/DEMO- AfterEffects / Motion Work In Class	28 1 CLASS CRIT- WORK IN PROGRESS- LECTURE/DEMO- Beyond the Basics w/ AfterEffects
	8 * FINAL CRIT- Project 2 on DVD	6 8 CLASS CRIT- STORYBOARD for proj. 3 - PSA LECTURE/DEMO- AfterEffects
	9 SPRING BREAK MARCH 12-16	13 15
	10 LECTURE/DEMO- AfterEffects / Motion Individual Critique Work In Class	20 22 CLASS CRIT- WORK IN PROGRESS- LECTURE/DEMO- Beyond the Basics w/ AfterEffects
APR	11 LECTURE/DEMO- Work In Class	27 29 LECTURE/DEMO- Work In Class
	12 * FINAL CRIT- Project 3 on DVD	3 5 CLASS CRIT- STORYBOARD for proj. 4 - A Day In Your Life
MAY	13 EASTER APRIL 9-10	10 12 CLASS CRIT- WORK IN PROGRESS LECTURE/DEMO -
	14 LECTURE/DEMO- AfterEffects / Motion Individual Critique Work In Class	17 19 CLASS CRIT- WORK IN PROGRESS Work In Class
	15 Work In Class	24 26 CLASS CRIT- WORK IN PROGRESS Work In Class
	16 LECTURE/DEMO- Work In Class	1 3 * LAST DAY OF CLASS FINAL CRIT- All work due on DVD
	17	8 10 FINAL EXAM - Thursday, May 10, 2012 from 9:00 AM -11:30 AM