ED MIDGETT- FALL 2009
1-2:50 TTH - RM. 210
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 storying 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 with OUT 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 external drive with a minimum capacity of 40-80 GIGabytes. Please do not scatter your iPod trying to write large data files to its tiny drive, they are not designed for it. 120 GB or higher is better. These should be preferably 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 USB type external drives may not handle the transfer rates required to log video to disk. Look for 7200 RPM! The going rate for firewire 120 GB is around $80-100. Staples and Walmart carry these off the shelf or you can froogle it online. Brands like Maxtor are best.

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. Only one row in the 214 lab has DVD burners so schedule your time well. All have CD-Rom burners. Most of your work will be burned to DVD. 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 IMovie, iDvd, iTunes, GarageBand, Soundtrack, LiveType, Final Cut Express HD, DVD Studio Pro, 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- The Poem Project
20% PROJECT #2- PSA - Art- Find your Vision, Find Yourself
20% PROJECT #3- Visual Sequential Narrative - A Day In My Life
20% PROJECT #4- DVD Portfolio Reel
20% TESTS

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.

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 3530 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

PROJECT #1- THE POEM PROJECT
Create a motion graphic that best conveys a favorite Poem. This is primarily a typographic and audio problem. Students will receive two grades for this project- one for sound and one for visuals. The Soundtrack MUST be original, created with software below. 60 seconds. CD-Rom in jewel case (iso9660 format).

SOFTWARE: Soundtrack/GarageBand, LiveType, iMovie, iDVD, Final Cut Express

PROJECT #2- PUBLIC SERVICE ANNOUNCEMENT
Create a movie around the concept of Art - Find your vision, Find yourself. 60 seconds. DVD in jewel case.

SOFTWARE: After Effects

PROJECT #3- VISUAL SEQUENTIAL NARRATIVE - A Day in My Life
Political Statement
Create a 60 second piece that relates a day in your life. It must have a beginning a middle and an end. This may be fantasy or real.

Try NOT to be literal. How can you relate a social event or circumstance 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 works, although they must be effects-based and manipulated digitally.

60 seconds. DVD in jewel case.

SOFTWARE: AfterEffects, Final Cut

PROJECT #4- FINAL PORTFOLIO - THE REEL

Students will spend the last three days of class with last revisions of their work and presenting it on a final DVD. DVD’s should be completed using DVD Studio Pro and 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 storyboards in a slide show 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.

SOFTWARE: AfterEffects, Final Cut, DVD Studio Pro