Instructor: Omid

E-mail: omid@csun.edu

Room: VA D276

Office Hours: TU 12-12:30
TH 12-12:30

COURSE DESCRIPTION

This course is an introduction to Motion Graphics, which includes the categories of commercial, broadcast, main title and music video. The course will include lectures, showcases and demonstrations of the history, techniques and applications of motion graphics for various media. Projects will cover basic motion graphics principles, design and composition, timing and drama, storyboarding and planning, sound and music development and synchronization. Appropriate and current industry standard computer applications will be introduced and applied.

PREREQUISITES
Art323A, 223A, 223B, 223C.

RECOMMENDED TEXT
Animated Storytelling by Liz Blazer

STUDENT LEARNING OUTCOMES

- Basic Skills: Acquire and develop a foundation of art knowledge, theories, skills, craftsmanship and technologies, where ideas and concepts are communicated in writing, speaking and art making.

- Critical Thinking: Analyze, interpret, and question traditional methodologies and pre-conceived notions of art and art making through the process of generating and solving problems.

COURSE OBJECTIVES

- Acquaint students with the immediate and powerful impact of motion design.

- Reinforce basic to advanced graphic design principles in motion graphics.

- Acquaint students with industry standard software, hardware and accompanying techniques.

- Provide historical and current perspectives in the area of motion graphics.

- Introduce students to terminology and concepts in motion graphics.

- Introduce students to the categories of commercial, broadcast, main title and music video.

INSTRUCTIONAL PROCESS

This course will utilize lectures, projects, critiques, classroom demonstrations, handouts, in class exercises, and maybe a voluntary field trip to disseminate and reinforce the subject matter.

EVALUATION

Student grades are determined by the following criteria:

1. Class participation, interaction, and discussion in class activities and critiques.

2. Project craftsmanship, **finished quality** and the appropriate use of digital tools.

3. Objectives, parameters and **deadlines** of projects are met.

3. Evidence of **initiative** and conceptually creative and imaginative responses to assigned projects.

4. Attendance with all **appropriate materials and preparation.**

GRADING PROCEDURE
Projects – **70%**
In class practices: 20%
Attendance/Participation/Preparedness – 10%
Projects
Each project will be grade in 4 stages (3 projects total)
• Pitchboard – digital (22.5%)
• Storyboard – digital (22.5%)
• Initial movie – digital (22.5%)
• Final movie – digital (22.5%)

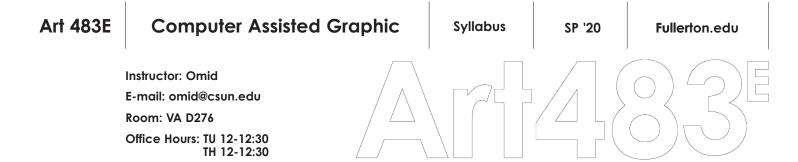You will be given a score for each stage,
on a scale from 0-11:

11=A	10=A-	9=B+	8=B	7=B-	6=C+
5=C	4=C-	3=D+	2=D	1=D-	0=F

You will accumulate scores for all projects by the end of the semester. These can added and then divided to get your average for the semester. I encourage periodic averaging of your scores throughout the semester, to gauge where you stand.

Resubmitting a project for a better grade is allowed only for the final stage of a project. This will be submitted on a day designated by the instructor, shortly after a grade has been recorded.

Exams
You are required to meet at the posted final **due date** for this class.

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ATTENDANCE

Studio/lab classes, such as this, strongly take into consideration the entire learning and work-habit process as well as required assignments.

Attendance is mandatory in this class. Lectures, directions, demonstrations and critiques will not be repeated. Do not miss or be late for class on days projects are due for critiques because of unfinished projects. It is especially important for you to receive information on those days. **An unexcused absence on a due date will result in a "0" for that stage of the project!**

More than 3 absences will result in lowering your final grade by 1 point. For example, with 4 absences, A becomes an A-. The 3 excused absences are for illness and emergencies, not excused "cuts". If an illness or emergency requires more than 3 absences, official documentation will be required. The instructor will make note for students who are continually late. **Attendance and promptness will greatly affect your overall final grade.** You must be in class at the designated official start time of the class as the instructor will take attendance. If you are not present at this time, you will be marked as absent. **The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion.**

GUIDELINES

• Students are expected to devote at least 5 hours of work outside of class per week to their course work.

• Students are responsible for missed information on days of their absence or tardiness.

• Always talk to the instructor if there are any issues that deal with the projects. The instructor will give you feedback, explanations, suggestions, etc...,if you ask. Don't be afraid to talk to the instructor!

• You are not to use the computers, printer and scanners while another class is in session.

• Show respect and be helpful to your fellow students. Have your work done and be present when we view the class' work. Help each other in the lab.

• **Plagiarism or cheating in any form will not be tolerated and will result in failing the course and administrative action.**

MATERIALS

• 2 USB drives (at least 1 GB each) or a portable drive or cloud back-up.

2 drives will be used simultaneously throughout the semester. One will be your work volume and the other will be used as a backup volume. The work disk is used to save your work-in-progress files while the backup disk will contain files that are a copy for all your project files. You can also save your work on a lab computer temporarily. Consider an automatic cloud back up to remedy lost work. **A "lost" file is not an excuse for a late project!**

CONTENT: POSSIBLE PROJECTS

• **Kinetic type - Use of typography and motion tools to provide a 15-30 second typographic build. Focus is on appropriate use of typography and simple storyboarding.**

• **Station Promo - Introduces various design elements (logos, text, illustration and photography) to create a professional 15 second station ID motion piece for a known cable channel. Focus is on layout, appropriateness and diverse approaches for dramatic motion and detailed storyboarding.**

• **Main Movie Title/End Credits - Introduces various design elements (logos, text, illustration, photography and video) to create a main movie title or end credits for a specific motion picture. Focus is on layout, appropriateness, organization and production.**

• **3D object / Camera - Introduces various design elements in 3D space including light, camera and movement to create a physical package and and create dynamic camera to advertise the package.**

• **Abstract sequence - Utilizing various techniques and employing abstract imagery to narrate a personal story. Focus is on appropriate creation of image/ photo/movie and possible type and manipulation of each elements to achieve abstract result.**

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LATE WORK

Late work is not accepted and counts for 0 points. Exceptions will be made if documentation is provide for medical, family or other emergencies. Any indication of counterfeiting or plagiarizing any documents will be grounds for failing the course or worse!

LAB HOURS

Please refer to the Art Department website for posted lab hours. Lab hours will also be posted outside of the computer labs early in the semester.

PROPOSED COURSE SCHEDULE

Projects and content or their order may be changed by the instructor during the semester.

SPECIAL NEEDS

If you require special accommodations, please bring this to my attention at the beginning of the semester Disabled Student Services is located in UH-101 (657) 278-3112.Find more information on student rights and resources: http://www.fullerton.edu/DSS

Week 1 General introduction to Motion Graphics-Syllabus.
Practice: Type and Image -VOTE!

Week 2 Lecture and demonstration of type usage and primary motion controls in After Effects.
Lecture on preparation and storyboarding.

Week 3 Lecture on general principles of motion graphics.
Assignment Roughs due and critiqued.

Week 4 Further demonstration of use of After Effects tools and imaging.
Assignment: Station Promo.

Week 5 Lecture on general history of motion graphics.
Assignment Final due and critiqued.
Review of logo design and implications of applying motion.

Week 6 Assignment Roughs due and critique.
Demonstration of video footage use in motion graphics.

Week 7 Showcase of current work in the industry.
Demonstration of color correction, filters and image manipulation in After Effects.

Week 8 3D Object / Dynamic Camera
Assignment: Package advertisement

Week 9 Lecture on sound bites and sound tracks.
Demonstration of sound synchronization in After Effects.

Week 10 Demonstration on precomposition and multi-layering.
Lecture on motion design industry.

Week 11 Demonstration of presets and effects in After Effects. Demonstration of track mattes.

Week 12 Assignment Roughs due and critique.
Demonstration of parenting and motion tracking.

Week 13 Scripting in After Effects.
Lecture and demonstration on 3D elements and environments in After Effects.

Week 14 Lecture on the future technological advances in digital media.
Guest Speaker from the industry.

Week 15 Assignment Final due and critique.