

Instructor: Omid

E-mail: omid@csun.edu

Room: ONLINE VIA ZOOM

Office Hours: VIA ZOOM

Art483E

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 on May 14, 2021.



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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

- After Effects - Intro
- After Effects - Ken Burns
- After Effects - Mask Up!
- After Effects - Kinetic Type
- After Effects - App splash | Titan Diner
- After Effects - Audio in AE
- After Effects - Auction
- After Effects - Green Screen
- After Effects - Reveal
- After Effects - 3D Text in AE
- After Effect - Moster
- Cinema 4D - Intro, Primitives
- Cinema 4D - Restaurant
- Cinema 4D - YCS
- Cinema 4D - Splines and attributes
- Cinema 4D - Abstract World
- Cinema 4D - Your Jams!
- Cinema 4D - MoGraph, Cloner
- Cinema 4D - Fantasy City
- Cinema 4D - Text in C4D
- Cinema 4D - Lighting in C4D
- Cinema 4D - CSUF TV Station
- Cinema 4D - Animation in C4D

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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	AE intro. - Mask Up!
Week 2	Titan's Diner
Week 3	Sync to Beat - Kinetic Type
Week 4	Auction
Week 5	Green Screen - 3D text in AE
Week 6	Reveal - Moster
Week 7	C4D Intro.
Week 8	Restaurant
Week 9	YCS
Week 10	SPRING BREAK
Week 11	Abstract World
Week 12	Your Jams
Week 13	Fantasy City
Week 14	Animation in C4D
Week 15	Lighting in C4D
Week 16	Final Delivery