

Art 156

•MOTION GRAPHICS•

Course SYLLABUS & REQUIREMENTS

Prerequisite: Photo 30, Units: 3
Hours: 6, MW 8:00-11:20 AM
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This handout will serve as a contract between us, setting down the mutual obligations and expectations involved in this course.

Student Learning Outcomes

1. Identify theories, techniques, and best practices of motion graphics.
2. Design and composite animation using a variety of media including photo imaging, video and sound.
3. Gain proficiency in CS4 After Effects.
4. Learn basic video and audio editing techniques and efficient workflow.
5. Create a short online portfolio animation reel.
6. Analyze and critique professional motion graphic applications in television, film, and the web.

Course Content

Art 156, an intermediate to advanced-level course, introduces theories, techniques, and practices of motion graphics and the integration of design, photo imaging, sound, video, and animation into video presentations, using the Macintosh platform. Effective **visual communication**, **creative problem-solving**, an understanding of the **vocabulary of art**, and techniques in **portfolio presentation** are some of the main objectives in this course.

The tutorials and projects will investigate a tool (Adobe After Effects CS4) and its special features, which include integrating images, graphics, typography, sound, animation and video on the personal computer. The course will explore experimental and new technological approaches to creating original visual imagery for use in design, fine arts, animation, interactive media, and the Internet. In addition, to an introduction to compositing in a post-production suite (Adobe After Effects), students will learn some basic non-linear editing utilizing QuickTime and Apple Final Cut Pro. As in traditional Studio/Fine Art courses, the problems will deal with visual organization and communication, creative brainstorming skills and experimentation with techniques and a variety of media. Time will be spent examining current motion graphics projects and their development from concept to storyboard to flow chart to stand-alone digital video movie. Later in the semester, projects will evolve into more complex ideas - that might include nesting movies, creating digital audio and video, and advanced animated special effects. The class will explore the relationship and applications of art/design to our daily environment and to the contemporary art world. Hopefully you will take chances, experiment, share, and develop self-confidence and critical thinking skills.

Work Effort

This class is a three (3) unit course. The problems/projects will take **time** and **effort**. Generally, a project is given every 2 to 3 weeks followed by a critique at the project's due date. In addition to these projects and hands-on tutorials, a three-page studio profile brief along with an oral presentation is required by the end of the semester. (The report and a suggested format will be discussed at the beginning of the semester.) This course is designed to follow Photo 30 or an equivalent PhotoShop-based course. Since this course is experiential, participation is crucial. Each student in class will be a source of ideas and critical feedback to every other student. Some time will be required outside class to complete assignments whether in the computer lab or on your own personal computer. Be prepared to work -- that means the necessary materials, and completed assignments ready.

Attendance

Attendance is studio time and mandatory. I keep an accurate record of attendance as required by the State. Non-attendance usually affects the quality and quantity of the work produced. Please communicate extenuating circumstances. I consider 6 absences per semester excessive and may exercise the option to exclude you from the class roster. If you wish to drop or to withdraw, it is your responsibility to inform the Registrar's office.

Note

I strongly suggest that you exchange phone numbers/email addresses with other members of the class, in order to have a contact for class work and lecture material if you should miss a class. Also, working with other students outside class will help you with problems and questions that arise as you work on various projects.

Lab

You are **strongly** encouraged to co-register for Art 110B. The Lab time give you access to:

- copying tutorials and files
- **free access to Lynda.com tutorials to supplement textbook**
- powerful and properly configured equipment with latest software for your projects
- media files that are free and legal (fonts, photos, graphics, sound and movie clips)
- helpful and knowledgeable lab assistants
- support from fellow students involved in the same projects

You will **not be allowed into the lab outside of class time unless you are registered in Art110B** Although students are not required to enroll in Art 110B, those who do not put themselves at a disadvantage in the long run, especially if they cannot work with the software at home.

Grading

Grades are based on the class work and assigned homework projects executed. I will grade each project as the semester progresses. By grading as we go along, you can see your strengths and weaknesses and hopefully improve. All the grades are averaged to compute your final grade. Pluses and minuses will factor into the grades, although the final grade will appear as A, B, C, D, F, or I. Opportunities for extra credit will be given. If you wish to redo or to improve a project for a better grade, you may re-submit a project(s) for a new grade at any time. I would rather have you learn, do, and experience all the projects and be open to suggestion. My role as your instructor is to give support and constructive criticism. The criterion for grading is as follows:

A: Attendance, participation in class, all assignments, a 3-page studio brief. Work should show outstanding creative thought and effort and execution. "A" work is not merely competent, but daring!

B: Attendance, participation in class, all assignments, a 3-page studio brief report. Work should show creative thought, effort, and execution.

C: Attendance, some participation, all assignments, a 3-page studio brief. "C" work simply fulfills the minimum requirements.

D: Attendance, less than all required project and papers completed, little participation. Work shows little or no understanding of concepts and a poor effort.

F: Failure to meet the above minimum requirements.

I: Given in the rare instance when a student has completed a substantial portion of the course work but, due to extenuating circumstances, cannot complete the course by the final. Course work is then arranged to be completed within one year for a grade.

Textbooks and Materials

Textbooks and art materials are costly. I am aware of the expense and budget the course accordingly. The "materials list" gives a general list of materials for use throughout the semester, but with each individual project some additional materials may need to be purchased. These additional materials will be announced at the time a new project is given. Materials and textbooks are a necessary and required part of this course. The textbooks contain many of the tutorials and images that form the basis of the projects.

Required

[After Effects Apprentice CS4 2nd Edition](#), Boston, Focal Press, 2009.

Optional

[Adobe After Effects CS4 Classroom in a Book](#), Adobe Press, Adobe Systems Inc., San Jose, CA, 2009.