

# UNIVERSITY OF THE PACIFIC

Course/Section: **ARTS 115**  
Title: **Time-Based Media:  
Animation**  
Units: **3**  
College: **COP**  
Department: **Art & Graphic Design**

Instructor:	<b>Charlie “Dutch” Aitken</b>	Term:	<b>Fall/2016</b>
Phone:	<b>916 549-8782</b>	Class Meeting Days:	<b>M/W</b>
E-Mail:	<b>caitken@pacific.edu</b>	Class Meeting Hours:	<b>9AM–11:50AM</b>
Office Hours:	<b>Available by appointment</b>	Class Location:	<b>Arts Center 110</b>
		Dates:	<b>8/29–12/7</b>

## UNIVERSITY COURSE CATALOG DESCRIPTION

This course challenges the student to create interpretive design solutions for complex interactive problems which rely primarily upon motion and time to communicate visual ideas. Students explore these highly conceptual problems through use of digital technology. Course emphasis is on dynamic, thoughtful, and appropriate visual communication solutions.

This course is a requirement of students pursuing a BFA in Graphic Design. Students pursuing a Minor in Graphic Design may choose it as an elective. It is not a general education course.

## COURSE PREREQUISITES

Arts 091 Print Media Graphics, Arts 045 Digital Photography or instructor's permission.

## COURSE OVERVIEW

As one of the courses in the graphic design major sequence, Time-Based Media: Animation will introduce the student to the use of the computer as a creative tool in the creation of motion graphics. Students will experiment with notions of form, function & visual communication as related to the exploration of media applications. Students will compose & graphically articulate conceptual solutions to given problems & measure the effectiveness of solutions based on client/problem & or creative/strategic needs. We will focus on the general ideas of sequential storytelling, timing, editing, emphasis, thematic development, as well as the technical aspects of creating Motion Graphics & Animation.

Projects will develop a basic understanding of type, illustration, sequential imagery, & other graphic elements as they are influenced by time-based applications in narrative & non-narrative applications. Learning will be organized around cumulative goals & objectives. Conceptual development, conceptual articulation to visual form, visual & textual research, production, and visual / verbal presentation skills are all essential to this course.

We will use Adobe After Effects as a toolbox for developing an understanding of the principles of motion graphics & animation.

We are equipped with Adobe CC in our lab. I would highly recommend you get the monthly subscription for Adobe CC on your computer. Otherwise schedule time to do homework and develop projects outside of class in the lab. It will be heavily used this semester by numerous classes. You can work on the print lab if people are not printing. You can also ask the instructor for permission to use the lab during a class.

While there will be a certain learning curve for students unfamiliar with After Effects, this is an advanced course & as such it will not be a ‘how to design course,’ but rather, how to invent. You should also be familiar with Adobe Illustrator and somewhat with Photoshop by now. The application of formal elements (color, shape, line, type) to a solution should be ingrained in you by now.

The expectation is that you take risks, develop sound research & present solid solutions as a result. This course is important in that every piece you create will find a place in your final portfolio. You will have the chance to move away from the predominately 2-D realm into that of time, motion & sound and 3D space. This is an exciting opportunity for you to make new discoveries about how design can be effective in a multi-dimensional sense.

### **COURSE OBJECTIVES/LEARNING OUTCOMES**

Upon completion of this course the student should be able to:

1. Compose and articulate conceptual solutions that appropriately utilize motion graphics animation.
2. To closely explore and demonstrate the relationship between form and content for the purpose of story telling or advancing a narrative.
3. Explore and articulate appropriate and inventive animated movement of elements.
4. To explore and demonstrate the effects of altered sequence and hierarchy on images and resulting content.
5. Assess appropriate use of technology for distinct design problems.
6. Construct a conceptual framework, storyboard, or plan prior to conceptual implementation.
7. Measure effectiveness of solution based on appropriate use of technology.
8. Measure effectiveness of solution based on audience factors.

#### **The objectives will be achieved by:**

1. Completing projects of increasing complexity
2. In class & homework exercises
3. Analysis & critique one's own work & then apply the skill to the work of others
4. Readings, lectures & discussion of readings

### **Assessment Tasks/Activities (projects and percentages are subject to change):**

- Project 1- Shapes, Motion & Sound (5%)
- Project 2- Moody Type (5%)
- Project 3- 3D Spatial Construction (5%)
- Project 4- Kinetic Type (25%)
- Project 5- Animated Info-Graphic (25%)
- Project 6- Biography (25%)
- Conceptual Framework & Storyboards (5%) - 1% for Projects 2-6.
- Compilation Reel (5%)

The total possible points available in this course are 100 points. Each point represents 1%. Therefore, you can easily determine your grade at any time based on the Grading Scale listed below. I reserve the right to adjust the projects and percentages.

### **Retention of Student Work**

Student work may be retained for assessment purposes. It may be used in teaching and in publication by the instructor.

### **ASSIGNMENT & COURSE EVALUATION**

Assignments will be evaluated upon completion and on the date specified by the instructor. Five of the 6 project assignments will be due in two stages: the planning and concept stage and the final completed project. Sophisticated conceptual approaches to design problems are always held in high regard. Specifically, projects are evaluated on five basic dimensions, which are technical execution, creativity, craftsmanship, overall design sophistication (appeal), and adherence to the requirements of the project prompt. Please keep in mind that your participation in class discussions, critiques, lab exercises, attendance, punctuality, initiative, and self-motivation are important factors in your success in this class.

## **REQUIRED TEXTS & LEARNING MATERIALS**

A subscription to lynda.com may be helpful to you, but it is not required. The cost is around \$32. We as a class, may decide to use Vimeo.com as a means to post assignments and aggregate comments for Critiques. We will decide together within the first few weeks.

Please be organized with regard to your class materials, both digital and analog. Poor organization is unprofessional.

It is highly recommended that you own your own computer, with applicable software (After Effects- which is part of the Adobe CC Suite), & a portable external hard drive.

Depending on your preference for developing concept sketches and storyboards, you may need: tracing paper roll, layout paper or sketch pad for sketching artwork, X-acto knife & blades, pencils, markers & erasers as well as special papers, various binding materials & unique construction materials.

## **GRADING : Grading Scale**

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
F	Below 62

## **Grading Criteria**

### **Grade A: Superior**

Your work exceeded all expectations in terms of concept, composition, form, craftsmanship, and creativity. You were extremely self-motivated. You made significant contributions to class discussion and critiques, and your work demonstrates significant improvement over the semester.

### **Grade B: Good—Above Average**

Your work was thoughtful and well executed both technically and conceptually. You made consistent progress on your projects, and your work was presented on time. You participated in class discussion and critiques, and your work shows noticeable improvement over the semester.

### **Grade C: Average**

Your work just barely meets the requirements for the assignments and shows a lack of initiative, self-motivation, creativity, and craftsmanship. You turned in your assignments on time. You were reluctant to participate in class discussion and critiques, and your work did not show much improvement over the semester.

### **Grade D: Below Average, Yet Passing**

You did not work consistently and your work does not meet all the requirements for the assignments. Your work was poorly conceived or poorly made, showing a lack of initiative, self motivation, creativity, and craftsmanship. Your class attendance was poor due to excessive absences or tardiness, and you submitted assignments late. You were reluctant to participate in class discussion and critiques, and your work did not show noticeable improvement over the semester.

### **Grade F: Failure to Meet College / University Standards**

You did not work consistently and your work does not meet the requirements for the assignments. Your work was poorly conceived, poorly made, and poorly presented, showing very little initiative, creativity, and craftsmanship. Your class attendance was very inconsistent, and you did not submit all the assignments. You were reluctant to participate in class discussion and critiques, and your work did not show any improvement over the semester.

### **Grades of "Incomplete"**

The current university policy concerning incomplete grades will be followed in this course. Incomplete grades are given only in situations where unexpected emergencies prevent a student from completing the course & the remaining work can be completed the next semester. Your instructor is the final authority on whether you qualify for an incomplete. Incomplete work must be finished by the end of the subsequent semester or the "I" will automatically be recorded as an "F" on your transcript.

**Late Work Policy:** All projects & exercises are due on the day & time given, always at the beginning of class unless otherwise noted. A late accommodation is given only with the understanding that emergencies & unforeseen circumstances occasionally arise. *A late project must be turned in by the following class & will be marked down one letter grade accordingly. A later submission will not be accepted. Missing a scheduled critique or presentation will result in an "F" for that project.*

**Email:** Email is the preferred communication tool. Please check your university email regularly since I may send out important announcements pertaining to the class. When emailing me, please follow standard email conventions including addressing me & signing your communications. I check my email regularly & will try answer your questions within one day (with the exception of weekends or holidays.)

### **STUDENT REQUIREMENTS & RESPONSIBILITIES**

1. **Attendance:** Those not present at the beginning of class will be marked tardy. Three tardies will count as an absence. More than three absences without an official medical excuse will result in the lowering of your final grade by a step (e.g., A- to B+). You are not allowed to leave class early. Leaving class early without permission will count against your grade like being tardy.
2. **Computer Use During Class:** You will be using computers to participate in software demos during some class meetings. Computer use is prohibited during all other presentations. You are NOT allowed to use a computer for anything other than following along with a software demo during class. If you do so, you will be asked to leave and counted absent for the day.
3. **Cell Phone Usage:** Per university policy & classroom etiquette; mobile phones, iPods, *etc.* **must be silenced** during all classroom & lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment
4. **Late Policy:** Turning in an assignment late will lower your grade on that assignment. Your assignment is late if it isn't ready at the BEGINNING of the class when it is due. A late assignment will lose ½ letter grade for each day it's late. Final projects will NOT be accepted late.
5. **Workload:** Consistent work habits (attending lab time regularly and submitting assignments on time) are essential factors in determining your final grade. In addition to the six hours of class time per week, expect to spend at least four to six more hours each week completing class assignments.
6. **Open Lab Hours:** Mon.-Thurs. 9:00am to 10:00pm; Fri. 9:00am to 10:00pm; Sat. and Sun. 1:00pm to 10:00pm  
Officially scheduled classes will have priority access to all computers and printers during their class hours. Plan your schedule so that you will be able to complete your assignments during open lab hours.
7. **Clean Up:** Students are also responsible for helping to maintain an orderly computer lab and studio environment. At the end of each studio session, computer, printer, and studio areas must be clean and the equipment turned off.

**Class Preparation:** Students are expected to arrive to class on time & be prepared for work with the requested supplies/materials/assignments. Class preparation is essential to receiving feedback on one's work. Lack of preparation on a continual basis will affect your final grade. If you happen to miss a class or lecture, please make arrangements with a fellow student who can either take notes for you &/or get the required handouts, etc. While I will be happy to clarify information for students who are confused, I cannot repeat lectures or elaborate project descriptions on an individual basis.

**Controversial Content:** Since a portion of the course will include studying art/design throughout history, there may be times when some of this art may have nudity in it. If you feel uncomfortable with this, please let me know & we can make accommodations.

**Honor Code:** The University Honor Code is an essential element in academic integrity. It is a violation of the Honor Code to give or receive information from another student during an examination; to use unauthorized sources during an examination; or to submit all or part of someone else's work or ideas as one's own. If a student violates the Honor Code, the faculty member may refer the matter to the Office of Student Life. If found guilty, the student may be penalized with failure of the assignment or failure of the course. The student may also be reprimanded or suspended from the University. A complete statement of the Honor Code may be found in the Student Handbook, *Tiger Lore*, **Section 1.1 – 1.3**

A violation of the principle includes, but is not limited to: Plagiarism: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the ideas, information, etc., is common knowledge. Artists & designers occasionally work from photographs or other imagery. This is allowed & is sometimes necessary, however the artist's intent must be clear that the new work was not made to merely duplicate someone else's artwork in another medium or form & claim it as one's own.

#### **ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

If you are a student with a disability, who requires accommodations, please contact Mr. Daniel Nuss, Coordinator of the Office of Services for Students with Disabilities in Bannister Hall, room 101, for information on how to obtain an Accommodation Request Letter. Contact: [SSD@pacific.edu](mailto:SSD@pacific.edu) or (209) 946-2879. Then please schedule a meeting with me during office hours or some mutually convenient time to arrange the accommodation(s). These services may include, but are not limited to, extended time for completing exams, alternative testing procedures, note takers, & transportation to & from classes. The Policy Manual can be found at:

<http://web.pacific.edu/Documents/schooleducation/acrobat/PolicyManualforStudentswithDisabilities.pdf>.

*Please retain a copy of your syllabus. It is not only an outline of the course it represents a contract between you, the instructor & the University.*

## **ARTS 115 Time-Based Media: Animation** **Fall 2016 Course Calendar**

This schedule is a tentative outline of how the course assignments will progress through the semester. Dates and assignments are subject to change. I've also included a rough designation of various lecture topics as reference. These are all subject to change based on class need.

### **Week 1**

Monday Aug 29<sup>th</sup>:

#### **Module 1- Basics & Workflow**

Syllabus/Class Overview.

**Introduce Project 1-** Shapes, Motion & Sound (1.5 week assignment )

Lecture- Basic After Effects Mechanics.

Wednesday Aug 31<sup>st</sup>:

Lecture- Mechanics 2 & Workflow.

Lab Exercise (Masking and Layer animation).

### **Week 2**

Monday Sept 5<sup>th</sup>:

**Labor Day Holiday – No Class Meeting**

Wednesday Sept 7<sup>th</sup>:

#### **Module 2- Type & Image Basics**

**DUE & CRITIQUE** Project 1- Shapes, Motion & Sound

**Introduce Project 2-** Moody Type (2 week assignment)

Lecture-Type Mechanics, Simple Narrative Structure.

### **Week 3**

Monday Sept 12<sup>th</sup>:

**DUE** Initial Concept & Storyboards for Project 2- Moody Type.

Lecture-Type Animation Mechanics 2, Images & Video.

Lecture- Effects 1 (Color Correction)

Lecture-Style & Idea for Type Animation.

Lab Exercise (Type Animation)

Wednesday Sept 14<sup>th</sup>:

Lecture- Photoshop & Illustrator Integration

Lecture- Effects 2 (Distort)

Lecture- Transitional Devices

Lab Exercise- 10 Transitions For Images and Type

### **Week 4**

Monday Sept 19<sup>th</sup>:

Studio Work Day (work on Project 2) with Individual Pre-Critiques

Wednesday Sept 21<sup>st</sup>:

#### **Module 3- Working in 3D**

**DUE & CRITIQUE** Project 2- Moody Type

**Introduce Project 3-** 3D Spatial Construction (2 week assignment)

Lecture- Thinking & Designing in 3D & 3D Space Mechanics.

Lab Exercise (3D Coordinates)

## **Week 5**

Monday Sept 26<sup>th</sup>:

**DUE** Initial Concept & Storyboards for Project 3- 3D Spatial Construction.

Lecture- Lights & Camera(s) in 3D.

Lab Exercise- Casting Shadows and Light Transmission.

Wednesday Sept 28<sup>th</sup>:

Lecture- Troubleshooting 3D. (Individualized assistance as well).

Remaining will be Work Day on 3D Spatial Construction.

## **Week 6**

Monday October 3<sup>rd</sup>:

Studio Work Day with Individual Pre-Critiques.

Wednesday October 5<sup>th</sup>:

### **Module 4- Hierarchical Design**

**DUE & CRITIQUE** Project 3- 3D Spatial Construction.

**Introduce Project 4-** Kinetic Type (3 week assignment)

Lecture- Hierarchical Design: Form, Function & Mechanics.

(Parents + Nulls + Nesting)

## **Week 7**

Monday October 10<sup>th</sup>:

Lecture- Hierarchical Design 2: Form, Function & Mechanics.

Lab Exercise (Parents & Nulls).

Wednesday October 12<sup>th</sup>:

**DUE** Concept & Storyboards & Source Selects for Project 4- Kinetic Type.

Lecture- Timing Aesthetics

Lecture- Effects 3 (Generate)

Lecture- Nesting Comps and Pre-Compose

Lab Exercise- (Nesting Comps and Pre-Compose)

## **Week 8**

Monday October 17<sup>th</sup>:

Studio Work Day on Project 4- Kinetic Type.

Wednesday October 19<sup>th</sup>:

Lecture- Mattes & Modes

Lecture- Advanced Nested Comps (3D)

Lab Exercise- Infinite Camera move.

## **Week 9**

Monday October 24<sup>th</sup>:

Studio Work Day on Project 4- Kinetic Type with Individual Pre-Critiques

Wednesday October 26<sup>th</sup>:

### **Module 5- Visualizing Information**

**DUE & CRITIQUE** Project 4- Kinetic Type

**Introduce Project 5-** Animated InfoGraphic (3 week assignment)

Lecture- What's an InfoGraphic? Who's Edward Tufte et al?

## **Week 10**

Monday October 31<sup>st</sup>:

Lecture- Vector and Shape Layer Magic!

Lab Exercise- Animating Shape Layer Properties

Wednesday November 2<sup>nd</sup>:

**DUE** Concept & Storyboards for Project 5 -Animated InfoGraphic.  
Lecture- Shape Layer Magic Continued

### **Week 11**

Monday November 7<sup>th</sup>:

Studio Work Day. Work on Project 5 -Animated InfoGraphic.

Wednesday November 9<sup>th</sup>:

Lecture- Effects 4  
Lecture- Integration with Cinema 4D (based on class interest)

### **Week 12**

Monday November 14<sup>th</sup>:

Studio Work Day with Individual Pre-Critiques

Wednesday November 16<sup>th</sup>:

### **Module 6- Human Motion Design (Narrative)**

**DUE & CRITIQUE** Project 5- Animated InfoGraphic  
**Introduce Project 6-** Bio (3 week assignment)  
Lecture- Advanced Narrative Shape

### **Week 13**

Monday November 21<sup>st</sup>:

**DUE** Concept & Storyboards for Project 6 -Bio.  
Lecture- Painting in After Effects.  
Lab Exercise- Animating Brushes.

Wednesday November 23<sup>rd</sup>:

**Thanksgiving Holiday Break – No Class Meeting**

### **Week 14**

Monday November 28<sup>th</sup>:

**DUE** Source Selects for Project 6 -Bio.  
Lecture- Expressions  
Lab Exercise- (Writing Basic Expressions)

Wednesday Nov 30<sup>th</sup>:

Lecture- Expressions 2 (based on class interest)  
Studio Work Day for remaining

### **Week 15**

Monday Dec 5<sup>th</sup>:

Studio Work Day with Individual Pre-Critiques  
Introduce Compilation Reel- Slates etc. **Due at Finals Week Meeting**, Date TBA

Wednesday Dec 7<sup>th</sup>:

**DUE & CRITIQUE** Project 6- Bio  
Individual help on Compilation Reel if needed (You could probably finish it *in-class*, actually)

### **FINALS WEEK- Schedule TBA**

**DUE & CRITIQUE** of Compilation Reel-