ART 3312-101 MOTION GRAPHICS

210 Wey Hall

ED MIDGETT
OFFICE HOURS: By Zoom *(by appointment)*
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Phone #: 262-2393

F A L L 2 0 2 2

*This class will be taught as a semi-hybrid course with materials found at edmidgett.NET and on ASUlearn.

Prerequisites: Art 1001, 1002, 1003, Art 2104- Digital Imaging

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. At a minimum, students should be proficient in Photoshop and have taken Art 2104- Digital Imaging or an equivalent course by permision.

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.
Students will be encouraged to develop several possible solutions for all assignments by exploring ideas in PRELIMINARY Rough Storyboards and online Tutorials, which will be reviewed in presentation by class critique throughout the working process. Process is everything regarding your final grades. Students will be required to document ongoing progress on Blogspot.com, which will also serve as a community portfolio for class process and individual critique.
Software we will be exploring this semester will be primarily Adobe After Effects but will also include Adobe Premiere, Audition, and other software specific to specialties such as Cinema 4d - a true 3d program bundled with AE.

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.

REQUIRED TEXTBOOK:

All textbooks for students will be provided online for free, or with links to the actual hard copy books. Students will have periodic reading assignments from these online sources as a learning resource.

MATERIALS AND SUPPLIES:

Students should use external storage devices for storing work. External Disks 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.
Big Projects = Big Drives.
All students are REQUIRED to have their own USB external drive with a minimum capacity of at least 1 TB. Please do not scatter your iPod or thumbdrive trying to write large data files to its tiny drive, they are not designed for it. 1 TB or higher is better. Students will be generating an amazing amount of data with sound, video and movie clips in progress on projects and will need a space to store it safely and securely. Cheaper personal external thumb drives will not handle the transfer rates required to log video to disk. The going rate for a USB with 2TB is around $70-100. Staples and Walmart carry these off the shelf or you can froogle it online. Students will need these by the second day of class.

All Final Work will be turned in for grading and must be on a Thumbdrive, not just for archiving student work, but also to assess student's ability to create video designed for different platforms other than broadcast or theatrical.

*ABSENCES/ATTENDANCE

This class will initially be taught face to face with some lectures being a hybrid mix online with all course materials found at: edmidgett.NET and on ASUlearn. The class may need to transition to online as circustances dictate. In accordance with CDC guide-lines, and in order to insure a safe environment for all students, Masks and social distancing are required at all times.

The class will consist of a number of my personal video lectures and demonstrations posted online along with individual instruction and group critiques. There may be occasional ZOOM meetings, both individually and with the entire class present for group critiques (see calendar).

PROCESS

Students final grades will be largely assessed from **demonstrated progress** *from class critiques on required assignments during the semester. All students are required to post this process on blogspot.com with content exclusively for this class. We will use these blogs as a portal for class critique throughout the semeseter.*

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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 sign up for a free blog account through Google. We will use this account exclusively for most class critiques, uploading files to YouTube for in progress critiques.

FINAL CRITIQUES

All Final Critiques will be accomplished online at the time class begins.

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 on the Final Exam Date

GRADES WILL BE DETERMINED FROM THE FOLLOWING:

17%	PROJECT #1- Anecdote / Quote
17%	PROJECT #2- Self- Promotional Interstitial, Bumper
17%	PROJECT #3- Info (Motion) Graphic
17%	PROJECT #4- Public Service Announcement
17%	PROJECT #5- VISUAL SEQUENTIAL NARRATIVE - Open Project
15%	Blog Assignments/Tutorials/Lectures

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.

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 FINAL 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 resubmission for that project. Re-done projects will be due no later than one week after they are handed back.
Realizing that there are only five 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.

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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 3312 must make a final grade of "C" or higher in order to receive credit for this class towards degree requirements.

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.

Academic Integrity

Appalachian State University's Academic Integrity Code is designed to create an atmosphere of trust, respect, fairness, honesty, and responsibility. The Academic Integrity Code outlines "user-friendly" procedures and mechanisms for resolving alleged violations of academic integrity. The Academic Integrity Code is the result of cooperation among Appalachian's faculty, students, and administrators, and promotes a campus dialogue about academic integrity. All members of the Appalachian State University community are responsible for promoting an ethical learning environment.

The Academic Integrity Code

Students attending Appalachian State University agree to abide by the following Code:
Students will not lie, cheat, or steal to gain academic advantage.
Students will oppose every instance of academic dishonesty.
Students shall agree to abide by the Academic Integrity Code when submitting the admission application.

Disabilities Act

Appalachian State University is committed to making reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. If you have a disability and may need reasonable accommodations in order to have equal access to the University's courses, programs and activities, please contact the Office of Disability Services (828.262.3056 or www.ods.appstate.edu). Once registration is complete, individuals will meet with ODS staff to discuss eligibility and appropriate accommodations.

If you have a physical or mental limitation that requires an academic adjustment or an accommodation, please arrange a meeting with me at your earliest convenience, well in advance of the first test.

FINAL PORTFOLIO

Students will be required to submit a Final Thumbdrive of ALL FINAL PROJECTS on the last class meeting.
Students will not get these drives back.

Additionally, students should have their class blogs organized and current with finished works clearly marked on the homepage and able to naviate from the homw page.

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c o u r s e   p r o j e c t s

PROJECT #1- Anecdote / Quote
30, 45 or 60 seconds.

Create a motion graphic with type and image using a sound file that you have generated yourself, or have found online or elsewhere. These should be iconic and/or historical but may also include current events that are common knowledge. Several speeches or sound bites may be edited together to create a new soundtrack as well. Other ambient sounds besides the found sound may be incorporated into a soundscape. Try to do this with still images and vector graphics instead of video, as it will simplify learning the basic features of After Effects with simple non-moving images- we will animate them ourselves. Works will be placed on Youtube and linked via blogger.com.

SOFTWARE: Adobe After Effects, Audition/GarageBand

PROJECT #2- Self- Promotional Interstitial / Bumper
15, 30, 45 or 60 seconds

Create a motion graphic with type and image that conveys something about yourself, preferably as a Motion Graphics designer.
These may primarily be typographic solutions.

SOFTWARE: Adobe After Effects, Audition/GarageBand

PROJECT #3- Info (Motion) Graphics
15, 30, 45 or 60 seconds

Create a motion graphic with type and image that INFORMS the public regarding something you are passionate about.

SOFTWARE: Adobe After Effects, Audition, Character Animator, Premiere and Cinema 4D

PROJECT #4- PUBLIC SERVICE ANNOUNCEMENT
30, 45 or 60 seconds

Create a motion graphic that informs the public and/or somehow helps society in some way for a Non Profit organzation. Create a STORYBOARD and TITLE SEQUENCE based on your idea for Project # 4 - Public Service Announcement.

SOFTWARE: Adobe After Effects, Audition, Character Animator, Premiere and Cinema 4D

PROJECT #5- VISUAL SEQUENTIAL NARRATIVE - Open

Try NOT to be literal. Think of this work as a poem or short film designed for the film festival market. 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, although they should be effects-based and manipulated digitally as this is not a course in straight up video editing. You are telling a story, so think of how you can engage the viewer with the story as you also consider effects that will lend themselves to your concept.

Blog/Forum Entries/ - THE REEL

Students will spend the last week of class with revisions of their work and presenting all final work on a Thumbdrive.
Your "reel" should incorporate ALL work organized during the semester. All Work should be Broadcast Title-Safe. Additionally, you should include weblinks to your Blog along with the original quicktime movies.

One copy will be due to the instructor on the last day of class- students will not get these Thumbdrives back.