

ARTSTUDIO 388 Motion Graphics Animation Studio I

ARTSTUDIO 488 Motion Graphics Animation Studio II

Asst. Professor A. Bill Miller
Section 1 T/Th 2:00-4:45pm CA2051 – Spring 2018
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office hours: M&W 10-2pm & appt
motion capture studio: F 9-12pm

388 Course Description

This course is focused on the study of motion graphics and aesthetic interdisciplinary animation activities using graphics, typography, computer/video visual imaging and sound synthesis. Students will create time based digital multimedia presentations, using computer animation and design/illustration software applications, digital video effects, photo/video image processing, sound recording, interactive sequence scripting, sound synthesis and video production procedures.

PREREQ: ARTSTDIO 102 AND ARTSTDIO 287 OR MAGD 210 AND MAGD 220 OR CONSENT OF INSTRUCTOR

488 Course Description

Students expand conceptual/technical/artistic skill in motion animation with self-directed project objectives challenging students to target concepts to specific artistic/industry responsive animation outcomes. Further exploration of blue screen compositing, sound and special effects, for performance, film/TV, game and idevice distribution including an introduction to motion capture is expected.

PREREQ: ARTSTDIO 388

388 & 488 Extended Course Description

Studio practice will be explored through the use of digital tools with an emphasis on motion graphic animation. Students will develop artistic solutions through motion design techniques. Special attention is given to the use of type and graphic illustration in the context of animation with personal expression, artistic exploration, original digital media design and technical skill building. Potential areas of exploration include audio/visual relationship, motion design principles and animation, kinetic typography, and infographic/explainer animation.

Course Objectives

- Develop fundamental technical skills and ability to use digital compositing software
- Develop understanding of motion design principles, animation, and motion graphics
- Explore synthesis of illustrated graphics, typography, video, and audio in digital environment
- Investigate historical and contemporary motion graphic practices
- Effectively communicate understanding of digital media processes and concepts

Performance Objectives

A student who successfully completes AS388/488 will:

- Demonstrate ability to create inventive solutions to assignments and projects
- Demonstrate ability to create visually compelling and technically proficient motion graphic animated videos
- Use art, design, animation, and video production vocabulary effectively while communicating concepts related to course content
- Demonstrate understanding of the use of digital tools for motion graphic development

Course Projects

388 MG Animation Studio 1

Visual Countdown
Kinetic Typography
Infographic Visualization
UNcommercial

Readings

Krasner, Brief History of Motion Graphics
Manovich, After Effects Part 1 and Part 2
Saul Bass, Pablo Ferro, David Fincher Title Sequences
Stranger Things
Koblin, Artfully Visualizing Our Humanity
Kurzgesagt, Minute Physics Youtube Channels
Klein, No Logo, Intro and Chapter 1
Adbusters Magazine
Overpass Light Brigade

488 MG Animation Studio II

Visual Countdown Update
Kinetic Alphabet
Infographic Visualization
Logo Animation & Ident Bumpers

Tutorials

AE CC2017 Ess Training: The Basics (Christiansen) (Lynda)
AE CC2017 Ess Training: Motion Graphics (Demaflies) (Lynda)
AE Guru: Animating Infographics (Robinson) (Lynda)

Course Policies

Student Email Policy

E-mail to the instructor should be treated as a formal communication and should be respectful of the student/teacher relationship. Use only your UWW e-mail and address the e-mail using your full name. E-mail to the instructor is not an instant or text message to your friend, always include a subject and mention the course number/name in the message.

D2L & Course Website

This course will use the following website: <http://www.master-list2000.com/teaching/AS388>

When possible, course material will be distributed through the course website. This includes announcements pertaining to what we are doing in-class, course documents, exercises, links, discussions, and various other content. D2L will supplement the course website by providing a location for online discussion forums and regularly updated gradebook.

Academic Integrity & Digital Art

One exciting aspect of digital art is the fluidity with which an artist or designer can combine images, video, and information from various sources. This is especially true in motion graphic projects that are focused on the successful combination of a variety of media assets. In the interest of strengthening your skills as artists and designers we will focus on using your own captured original footage and generated graphic content. "Sampling" or "appropriating" work other than your own is allowed in specific coursework for educational purposes as long as you document and attribute all sources used, including images, sounds, and video from the Internet. Cases of academic dishonesty will be handled strictly. For digital video and animation, it is dishonest to present any work, in part or whole, as your own without proper citation or credit. Citing sources in video can be done easily by adding a credits section of titles. If you have questions regarding proper or improper use of material, please ask the instructor.

University Statement

The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

Course Policies

Lab Protocol, Lab Hours, Printing, Phones, & Surfing

This Art and Design lab is shared with other courses and it is imperative that equipment is treated with respect and consideration. This includes logging out at the end of each class session and cleaning your physical workspace. All student work should be saved on external devices (flash drive, etc) and backed up regularly. You may not eat or drink in the lab.

Lab hours will be posted outside the room. The lab may be available for work time when there is not a class in session. Do not interrupt other class sessions taking place in the lab. Students may also use the General Access Labs provided by iCIT : <http://www.uww.edu/icit/labs/>

388/488 will not require the submission of digital prints. Design boards may be printed in color to help illustrate project concepts. There is a B/W printer available in the lab for printing design boards, storyboards, and other documents. More information on campus printing can be found here: <http://www.uww.edu/icit/services/ga-labs>

Silence or turn off all cell phones during class sessions. Refrain from text messaging while class is in session. Refrain from unnecessary surfing during class sessions (facebook, etc). Studio class time should be spent on class related material.

Deadline & Critique

The requirements for individual course projects as well as important dates for critique and final submission will be presented as the work is assigned. This information will be available on the course website. Students are responsible for having their project work ready for critique and submission on the deadline dates as outlined in each project description. Neglecting to submit project(s)/assignment(s) will severely impact the final grade in AS388/488.

In the event that a project is incomplete or not complete to your satisfaction, it should still be submitted by deadline. Deadlines and due dates will not be extended for individual students. An incomplete project will receive a significantly lower score. All submitted work, complete or not, will be assessed according to the same objectives with the possibility to resubmit for reevaluation. All students may elect to complete, rework, or revise and then resubmit any project. At that time, the work will be evaluated again and adjustments made to the original recorded grade. If work for a project is not submitted by the deadline then 10 points will be deducted for every week late thereafter. Project grades may be discussed by appointment or during office hours. Students unable to attend a class session where work is due may submit online or via email although sometimes the size of digital video files will prevent this.

Attendance & Participation

Students are expected to attend each class. Class sessions are comprised of technical demonstration, tutorial, exercise, critique/discussion, and project work time. In addition, class time allows for the instructor to work one-on-one with the members of the class. Students are awarded points for each class session under 'Participation'. Following department guidelines, two (2) unexcused absences are allowed per semester and all students in ARTSTDIO388/488 will be given 'Participation' points that will cover those absences without penalty. An "excused" absence will only be granted if a student is required to participate in a University-sanctioned function, such as a field trip or other activity that requires a student to miss class and must be accompanied by a letter from the instructor involved, or official religious holiday (Religious Accommodation). Other absences, such as family emergencies, sudden or chronic illness, family vacation, oversleeping, or other such personal issues, will be considered "unexcused" and will not be awarded points for the missed class session. It is not necessary to submit doctor's notes or other documentation to the instructor as they are considered personal and private information.

Refer to student handbook: <http://www.uww.edu/student-handbook/policies-absence>

It is the responsibility of the student to obtain all materials and information from a missed class. They should do so from the course website, from other members of the class, or by scheduling an appointment during office hours. Excessive absences will be reflected in final point total for ARTSTDIO388/488.

Course Grading

Criteria For Evaluation

Criteria For Evaluation

Level of technical execution and adherence to project specifications and requirements

Creativity, originality, novelty, and attention to detail

Demonstrated project development process and improvement in work

Demonstrated ability to solve problems

Demonstrated ability to work with processes introduced projects

Understanding and informed use of graphics, typography, video, and audio media

Visual presentation and issues of craft, handling of graphics, typography, video, and audio media

Degree and quality of participation through attendance, critique, and discussion

Productive use of in-class work time and coming to class prepared

Completion and submission of all assigned course projects, meeting deadlines

Information on grade appeals, complaints, and grievances may be found at <http://www.uww.edu/cac/academics/gradeappeals>

377/477 Point Breakdown

Grade Scale / Letter Grade Equivalent

750 Points Participation	3000-2850	A	100-95%
25 Points Per Class Session X 30 Class Sessions	2849-2700	A-	94-90%
Attendance, Preparation, Critique,	2699-2610	B+	89-87%
Discussion, Use of Class Time	2609-2490	B	86-83%
250 Points Reading Discussion	2489-2400	B-	82-80%
388: 25 Pts Per Online Disc Forum Topic X 10 (of 13)	2399-2310	C+	79-77%
488: 25 Pts Per Reply to 388 Responses X 10 (of 13)	2309-2190	C	76-73%
2000 Points Projects	2189-2100	C-	72-70%
500 Points Per Project X 4 Projects	2099-2010	D+	69-67%
3000 Total Points For Semester (Spring 2018)	2009-1890	D	66-63%
	1889-1800	D-	62-60%
	1799	F	< 60%

Project Rubric (General) (500 Points)

	Adanced (100)	Satisfactory (90)	Developing (80)	Basic (70)	Deficient (60)
Evidence of Process					
Technical Criteria					
Aesthetic Criteria					
Creativity, Inventiveness					
Satisfies Requirements					