

COURSE SYLLABUS

Course Title	Motion Graphics
Course Number	MAA 346
Course Description	This course is an introduction to the use of titling in the theatrical and broadcast graphics. Techniques for design and implementation will be covered. Students will produce title sequences and montages integrating image manipulation applications and other image processing support.
Prerequisite(s)	<i>Image Manipulation</i>
Corequisite(s)	N/A
Instructional Contact Hours/Credits	Class Meetings: Mondays & Wednesdays Session/Year: Spring 2014

Instructor Name: Allen Tieri
Email Address: atieri@aii.edu
Instructor Availability Outside of Class: upon request
Course Length: 11 Weeks
Contact Hours: 66 Hours
 Lecture: 33 Hours
 Lab: 33 Hours
Credit Values: 4.0 Credits

Quarter Credit Hour Definition

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Learning Objectives

Upon successful completion of the course, the student should be able to:

Design and create animated graphics utilizing various media

- Enhance communication for video, digital publishing, and broadcast graphics with typography
- Demonstrate creative art direction to design process
- Integrate audio with animated compositions
- Employ compositing techniques using various animation sequences
- Generate animation using a variety of media

Apply storyboard techniques

- Employ staging and composition

Discuss and apply camera techniques

- Apply cinematic techniques that engage the viewer

Integrate audio with animated compositions

- Match audio effects with specific visual images
- Use audio to create mood in transitions
- Distinguish among various types of audio sources

Use video editing equipment

- Utilize a non-linear editing system

Operate within the constraints of a production process

- Demonstrate successful scheduling of a project
- Apply compatible delivery system appropriate to various media
- Analyze project needs, and manage all files and assets

Employ compositing techniques to integrate various digital media

- Produce several short pieces of animation techniques to integrate various digital media

Instructional Materials and References

Textbook(s): *Creating Motion Graphics with After Effects*. Trish Meyer
Publisher: Focal Press Author: ISBN: 0240810104 ISBN-13:
978-0240810102

Editing Digital Video: The Complete Creative Technical Guide. Robert M. Goodman. Publisher: McGraw-Hill ISBN: 0071406352 ISBN-13:
978-0071406352

Technology Needed: Either Window computers running XP or Macintosh computers running MacOS10.x with an Internet connection, flatbed scanners, Wacom tablets, printers, software including image manipulation, web design, 2D animation, audio editing & virus utilities. Students should have removable hard or flash drive for personal file storage.

Instructional Methods

Class Participation - is affected by attendance but also credited by contributing to in-class discussions, presentations, critiques and critiquing.

Assignments - included in this grading block are: homework assignments, lab-work, quizzes, group projects, and presentations.

Mid-Quarter Exam/Project & Final Exam/Project - Both Mid-Quarter and end of the quarter you will have either an exam, project or combination of both depending on what is appropriate

Student Evaluation/Grading Policies:

Details on all assignments, projects, quizzes and Exams will be provided in related handouts and emailed. Students are encouraged to consult the instructor on any/all explanation(s) of each assignment or project grade acquired.

If you are absent from a class, it is your responsibility to secure missing notes and/or assignments, and it is highly recommended that you develop a buddy system for contacting fellow classmates regarding missing material(s).

ALL projects will have a DEADLINE and PROJECTS MUST BE HANDED IN ON TIME OR YOU WILL RECEIVE NO CREDIT. LATE WORK WILL NOT BE ACCEPTED. You cannot miss a deadline in the real world, and you will not be allowed to extend a deadline in class. Attaching any project to e-mail will not be accepted unless given permission by the instructor.

All work in this course must reflect your own efforts. While group collaboration is encouraged a student must clearly demonstrate personal competence and individual expression in all assignments.

Plagiarism Policy

Plagiarism is the act of obtaining credit for work by dishonest, deceptive, or fraudulent means. It is the act of taking ideas, words, images or specific substance of another and offering these as one's own.

The Tinley Park campus has a strict policy against plagiarism:

Academic Failure: the student may receive an "F" for the course for a second offense of plagiarism.

Suspension or Dismissal: the student may be suspended or dismissed from the college for a third offense against the plagiarism policy.

The use of copyrighted materials including the use of celebrities and athletes is strictly prohibited.

Attendance Policy:

Students are expected to attend class and to arrive on time. Late arrival disrupts the classroom and being late to class also accrues time towards absence. Advance notice of an absence **MUST BE** provided to the instructor via email.

The accumulated time of three (3) absences will result in reduction of your grade by a FULL letter grade. For example, an A- would degrade to a B-.

Seven (7) or more absences will result in an Attendance Failure.

Additionally, registrar office personnel and/or academic advisors will be consulted for any questionable absences and/or absence-related issues.

A student must sign his/her own name on the attendance sheet on each day present. If a student is absent and a student who is present signs in the absent student's name, both students will be penalized.

Doors will close 15 minutes after the start of class where a quiz, student review or critique will immediately follow—doors will not open again until mid-class break point. During breaks you will be expected to manage your time and take advantage of food/beverages and bathroom use. Students are to remain seated during class until the break or instructor dismissal. In case of an emergency you must notify your instructor before leaving the classroom.

In-Class Behavior:

You are expected to be respectful and courteous to your fellow students and instructor. The following behaviors will not be tolerated in the classroom and you may be asked to leave if you do not comply:

- Being disruptive
- Cell phone/ unauthorized personal device usage
- Sleeping
- Working on assignments for other classes.

During lab hours students must be working on the current class project and continuing their education through applied practice. (If a current class project is completed before the assignment's due date the student will use the class time to further develop the project.

Disability Services

The Illinois Institute of Art-Tinley Park provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at Illinois Institute of Art-Tinley Park.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator Dean Michael Saint Luke-Robinson of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodations. Classroom accommodations are not retroactive, but are effective only upon the

student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room 249 or call 708- 781-4031. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Equal Education Opportunity Policy

The Illinois Institute of Art-Tinley Park does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities. The following person has been designated to handle inquiries and coordinate the school's compliance efforts regarding the non-discrimination policy: Dean of Student Affairs at 708.781.4031.

Tutoring:

Tutoring is available, free of charge, by calling 708-781-4080 or adewey@aii.edu to setup an appointment.

Topical Outline

- Week 1:** Review of copying and saving files to the network. Alpha channels, vector vs. raster based images.
- Week 2:** Alpha channels, masks, and mattes. Basic animation skills. Working with text. Rendering. Image compression.
- Week 3:** Type color and size. NTSC vs. HD. Keyframing techniques. Split layers. More advanced keyframing. Adjusting motion curves, smoothing motion.
- Week 4:** Creation and use of vector based artwork. Creation and limitation of raster based artwork. Working with paths and layers.
- Week 5:** Creating custom text using clipping groups. Pre-composing layers. Pre-compose compositions for use as layers.
- Week 6:** Advanced keyframing, animating techniques. Masking, filters. Demo of utilizing masking techniques. Using scanned photos, pictures, and rendered stills, utilize masking and keyframing techniques.
- Week 7:** Traveling mattes, image manipulation with transfer modes. Create a composite and manipulate images utilizing traveling mattes and transfer controls.
- Week 8:** Keying techniques discussed. Chroma, difference and luma keys. Final project: Create title sequence for TV show or film.
- Week 9:** Creating balance and harmony with animated text. Work on title sequence.
- Week 10:** Continue work on title sequence.
- Week 11:** Title sequence due. In-class critique.

**Assessment Criteria and Methods
of Evaluating Students**

<u>(Sample Assessment Activities)</u>		<u>(Sample Grading Scale)</u>	
Class Participation	10%	90 – 100	A
Quizzes	10%	80 – 89	B
Projects	50%	70 – 79	C
Term Paper	5%	60 – 69	D
Presentation	5%	Below 60	F
Final Exam	<u>20%</u>		
	100%		

Date Syllabus Was Last Reviewed 4/4/2014