

# ART 3312-101 MOTION GRAPHICS

8-10:50 AM MW - RM.210

ED MIDGETT- S P R I N G 2020  
OFFICE HOURS: ROOM 222 - 2nd floor. Wey Hall  
(by appointment)  
<http://www.edmidgett.net>  
[midgettae@appstate.edu](mailto:midgettae@appstate.edu)  
Phone #: 262-2393

## 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 permission.

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.

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

## 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. DVD 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. Please do NOT HAND IN Disks without Jewel Cases, although labels are discouraged as they stick in the slot loaders.

## 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. These should be preferably rated at 7200 RPM or higher if or whenever possible. Students will be generating an amazing amount of data with sound, video and DVD 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 1TB is around \$70-100. Staples and Walmart carry these off the shelf or you can froogle it online.

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.

## 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 semester.*

# ART 3312-101 MOTION GRAPHICS

## 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 by DVD on 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:

- 20% PROJECT #1- Anecdote / Quote
- 20% PROJECT #2- Self- Promotional Interstitial, Bumper
- 20% PROJECT #3- Info (Motion) Graphic
- 20% PROJECT #4- Public Service Announcement
- 20% PROJECT #5- VISUAL SEQUENTIAL NARRATIVE - Open Project

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.

## ABSENCES/ATTENDANCE

Attendance is mandatory. The instructor will take roll at the beginning of each class. Students are responsible for keeping up with their personal absences. The maximum number of unexcused absences is 3 per semester. Excused absences must be fully documented, usually by written medical excuse. Over 3 unexcused absences will result in a lower final grade. Your final grade will be lowered by one letter for every unexcused absence over 3 . Over four absences may result in failure of the course, regardless of medical excuse.

Students entering class late or leaving class early will be counted 1/2 an absence. Please be punctual or early as this can be very important in assessing your final grades.

## 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.

# ART 3312-101 MOTION GRAPHICS

These rules are set as a courtesy for the other students in the class.

*1. Turn off all cell phones and other mobile devices before class starts.*

*Students using such devices during class will be considered absent.*

*2. Do not talk while the professor is lecturing unless asking a question.*

*Please raise your hand if you would like to speak.*

*4. Do not pack up and prepare to leave the class until the professor has dismissed the class.*

## **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](http://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.

## **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.

## **FINAL PORTFOLIO**

Students will be required to submit a Final DVD or Thumbdrive of ALL FINAL PROJECTS on the last class meeting.

Students will not get these disks back.

Additionally, students should have their class blogs organized and current with finished works clearly marked on the homepage.

# ART 3312-101 MOTION GRAPHICS

course projects

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.

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

**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 organization. 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.

**PROJECT #5- FINAL PACKAGE - THE REEL**

Students will spend the last week of class with last revisions of their work and presenting all final work on a DVD or Thumbdrive. DVD's should incorporate ALL work organized during the semester. Works should be Broadcast Title-Safe. Additionally, you should include weblinks to your blog, storyboards 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 DVDs or Thumbdrives back.