



Course Syllabus

Motion Graphics

ArtC 4314D

Section 1

Spring 2003

Tues. 6:00 - 10:00 pm

Instructor: David Shanks

Office: Art 301

Tel.: 512.245.8309

eMail: dfshanks@swt.edu

Hours: *By Appointment Only*

Mon.: 1:00 - 2:00, 5:00 - 6:00

& 10:00 - 10:30 pm

Tues.: 5:00 - 6:00

& 10:00 - 10:30 pm

Wed.: 1:00 - 2:00 pm

### **COURSE DESCRIPTION:**

This course introduces advanced issues in digital video production and editing.

### **COURSE GOALS & OBJECTIVES:**

The students will learn to cooperatively create, organize and manage a digital video production that will be used to create an appropriate, expressive and communicative media composition.

### **REQUIRED TEXTBOOKS:**

•Meyer, Trish and Meyer, Chris, *After Effects in Production*, CMP Books, Gilroy, CA 2001

### **REQUIRED SUPPLIES:**

- Two (2) Zip™ disk 100cartridges formatted for MAC. (**Please note:** the design world is dominated by Macintosh NOT Windows PC's, if you have a PC at home use it for word processing and spread sheets, but do your graphics at the ComDes lab's on the MACs).
- CD-R blanks
- An active email account at SWT or private ISP.
- Macintosh G3 or G4 computer, with at least 512M RAM, recommend a laptop – either a PowerBook or iBook – though a tower work station or iMac will do.
- Applications (most current version): Adobe PhotoShop, Adobe Illustrator, Adobe Premiere, Adobe After eEffects, Media Cleaner Pro, ATM Deluxe and StuffIt Deluxe.

### **COURSE CONTENT AND METHODS:**

An exploration of creative digital video problems through individual exercises, demonstrations, studio assignments and reading assignments.

- I. Concept development.
- II. Story boarding.
- III. Text treatment and special effects.
- IV. Post-production issues.
- V. Presentation techniques.

### **COURSE CALENDAR:**

See Dates/Deadlines below

### **METHODS OF INSTRUCTION:**

This course is designed to introduce digital video motion graphics and special effects issues as it relates to communication design through demonstration exercises, group



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and individual studio problems and reading assignments.

- Traditional and computer/digital demonstrations
- Exercises
- Group and individual studio assignments
- Studio assignments
- Class and individual critiques
- Class discussion and outside reading assignments

### **EVALUATIONS:**

Grades in this course are based on the following criteria:

- I. Degree of student involvement - studio projects, class critiques, class discussion and outside reading.
- II. Attendance (see attendance policy below)
- III. Grade criteria for projects (see creative standards policy below)
  - A. Clarity of concept.\*\*
  - B. Design and layout.\*\*
  - C. Mastery of materials, techniques, tools and presentation (see Project deliverable packets policy below) \*\*

- \*\*
- i. Project meets the basic requirements set forth in the projects creative brief = " C "
  - ii. AND has a strong concept/design OR a strong use of the technology = " B "
  - iii. AND has a strong concept/design AND a strong use of the technology = " A "

D. Meets deadlines and milestones. All deadline dates are listed on the attached Calender so that you will know well in advance of specific due dates. It is your responsibility to see that you have delivered your assignment prior to or on the assigned date.\*\*\*

\*\*\*Each missed deadline or milestone will lower your final project grade by 5% or 1/2 letter grade.

E. Submission of final project for competition. \*\*\*\*Competition is extremely important within the field of graphic design, it allows you to see your work in comparison with that of your peers and encourages you to strive to a high level of design



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and execution.

\*\*\*\* You are strongly advised to submit your project to DSVC, the Creative Summit or other competition. Proof of submission will earn you 3 points on your final course grade.

IV. Exam grades and additional assignments.

**SPECIAL NOTE: DO YOUR WORK IN CLASS AND USE MACS.** Using your computer at is NOT an excuse for not attending class. Problems with your home computer or using a PC will NOT garner sympathy from your instructor.

**PROJECT DELIVERABLE PACKETS:**

Packet will consist of the following:

- 3 hole folder, labeled per the ComDes Student Handbook.
- plastic CD-ROM insert.
- CD-ROM(s) with your project, labeled with an appropriately designed CD label (MAC formatted Zip™ disk 100 is acceptable, but **WILL NOT** be returned).
- **COPIES** of your creative processes, ie., word lists, concept statement, storyboard, thumbnails, research, etc. as per the ComDes Student Handbook.

**CLASS ATTENDANCE:**

MANDATORY for all classes. Roll will be taken every class via a sign-in sheet, it will be your responsibility to sign-in each class. Failure to sign-in will result in an absence for the class. You have **THREE** free absences that will not reflect on your grade\*.

The **FOURTH** absence will result in a lowering of the final grade by one letter. The **FIFTH** absence will result in a lowering of the final grade by a second letter. The **SIXTH** absence will result in a lowering of the final grade by a third letter. The **SEVENTH** absence will result in an "F" for the final grade. *If you know ahead of time that you will be absent, late or need to leave class early, let me know. Sorry, jobs, work or other course work is not considered a reasoning for missing class.*

Leave class early without first clearing it with me will count as 1/2 absence.

You cannot pass any course in the Department of Art & Design with more than seven absences.

Missing a quiz without first excusing your absence with me will result in an "F" for the quiz. *Make-up quizzes will only be give for absences excused by me or a doctor.*



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\* Failure to show yourself or your work for a critique at any stage will result in a lowering of your grade (see Evaluation policy III.E above). Failure to show yourself or your work at the final critique will result in an automatic grade of "F" for the project.

*I will not repeat any information given in class. It is your responsibility to obtain missed information from your classmates.*

**If you do not feel you can follow these policies, I strongly advise you to drop this class now.**

#### **R.O.E.**

Reduction of Expenditure (ROE) receipts are due on **January 31**. ROE's are a fact of life in ComDes, so please pay them promptly as NO GRADE will be reported if your fee is not payed.

#### **FINAL EXAM SCHEDULE:**

The assigned final exam time will not be used in this class, final presentation of your project will occur on the last scheduled day of class.

#### **OTHER ITEMS AND LEGAL STUFF:**

- Students with special needs – as documented by the Office of Disability Services – should identify themselves during the first weeks of class if you require accommodations.
- Please review your SWT student handbook on the University's Academic Honesty policy in regards to cheating as well as proper conduct in the classroom. Verbal abuse and offensive remarks will not be tolerated. Please be considerate of others in regards to race, nationality, religion and sexual orientation.
- Should you need help or guidance in coping with your studies or other situations, please bring it to my attention. In most cases, I can be of assistance in referring you to the proper services provided on campus or call the Counseling Center's HELPLINE @ 245-2208.
- Cell phones should remain off during classes.
- This syllabus is subject to change. Changes will be made in writing.

#### **BIBLIOGRAPHY:**

Adobe Creative Team, *Adobe After Effects 5.0 Classroom in a Book*, Peachpit Press, Berkley, CA 2002

Adobe Creative Team, *Adobe Premiere 6.0 Classroom in a Book*, Peachpit Press, Berkley, CA 2001

Bolante, Antony, *After Effects 5 for Macintosh and Windows: Visual QuickStart Guide*, Peachpit Press, Berkley, CA 2002

Bolante, Antony, *Premiere 6 for Macintosh and Windows: Visual QuickStart Guide*, Peachpit Press, Berkley, CA 2001



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De Lancie, Philip and Ely, Mark, *DVD Production*, Focal Press, Woburn, MA 2001

Jack, Keith, *Video Demystified, 3rd Edition*, LlH Technology Publishing, Eagle Rock, VA 2001

Kelsey, Todd and Fahs, Chad, *Macworld DVD Studio Pro Bible*, Hungry Minds, Inc., New York, NY 2000

LaBarge, Ralph, *DVD Authoring and Production*, CMP Books, Gilroy, CA 2001

Newman, Craig and Weinman, Lynda, *After Effects 5.5 Hands-On Training*, Peachpit Press, Berkley, CA 2002

Meyer, Trish and Meyer, Chris, *After Effects in Production*, CMP Books, Gilroy, CA 2001

Meyer, Trish and Meyer, Chris, *Creating Motion Graphics with After Effects*, CMP Books, Gilroy, CA 2000

Hoffer, Avi, *Digital Guerrilla Video*, CMP Books, Gilroy, CA 1999

Mott, Harry and Bolante, Antony, *Motion Graphics Essentials*, Peachpit Press, Berkley, CA 2002

Poynton, Charles A., *Digital Video & HDTV: Pixels, Pictures, & Perception*, Morgan Kaufmann Publishers, San Francisco, CA 2002

Poynton, Charles A., *A Technical Introduction to Digital Video*, John Wiley and Sons, New York, NY 1996

Purcell, Lee, *CD-R/DVD Disc Recording Demystified*, McGraw-Hill Professional Publishing, New York, NY 2000

Smith, Scott, *FireWire Filmmaking*, Peachpit Press, Berkley, CA 2002

Stern, Judith and Lettieri, Robert, *QuickTime 5 for Macintosh and Windows: Visual QuickStart Guide*, Peachpit Press, Berkley, CA 2001

Symes, Peter D., *Video Compression Demystified*, McGraw-Hill Professional Publishing, New York, NY 2000



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Taylor, Angie, *Creative After Effects 5.0: Animation, visual effects and motion graphics production for TV and video*, Butterworth-Heinemann, Woburn, MA 2001

Taylor, Jim, *DVD Demystified*, McGraw-Hill Professional Publishing, New York, NY 2000

Wohl, Michael, *Editing Techniques with Final Cut Pro*, Peachpit Press, Berkley, CA 2002

Magazines:

Communication Arts. Palo Alto, CA: Coyne & Blanchard, Inc.

CMYK Magazine. San Francisco, CA: Aroune-Freigen Publishing.

PRINT. Rockville, MD: R.C. Publications.

WIRED Magazine. Conde Nast Publications, Inc. San Francisco, CA.



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#### **DATES/DEADLINES:**

- Jan. 14: Welcome** - Assignment to groups, introduction to lab Art 504, *Project 01 assigned.*
- 21:** Alpha Stage Project 01 - **DUE** - Review video capture in Premiere, creation of QT movies, review importing into After Effects.
- 28:** Beta Stage Project 01 - **DUE** -
- Feb . 04:** Gold Stage Project 01 in-class presentation and packet - **DUE** - / *Project 02 assigned*
- 11:** Alpha Stage Project 02 - **DUE** -
- 18:** Beta Stage Project 02 - **DUE** -
- 25: Mid Term** - Gold Stage Project 02 in-class presentation and packet - **DUE** - / *Project 03 assigned*
- March 04:** Pre-Alpha 1 Project 03 - **DUE** -
- 11: NO CLASS - Spring Break**
- 18:** Pre-Alpha 2 Project 03 - **DUE** -
- 25:** Alpha Stage Project 03 - **DUE** -
- April 01:** Beta Stage Project 03 - **DUE** -
- 08: In class work day**
- 15:** Gold Stage Project 03 - **DUE** -
- 22:** Gold Stage Project 03 in-class presentation and packet - **DUE** -



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### **PROJECT ONE:**

Create the opening title sequence for a movie of your choice that includes still images, audio, text, illustrations, video, etc.. It needs the film title, main actors, director, producers, music, etc.

Technical Specifications: QuickTime movie, 640 x 480 pixels ( final render size at 50% - 320 x 240), Sorenson codec and length - depends on needs of sequence.

Alpha Stage – Choose film - bring VHS tape to class, concept statement, wordlist, thumbnails – 30 unique images - and storyboards.

Beta Stage - Project with rough content and timing.

Gold Stage - Project complete, movie rendered and packet assembled.

### **PROJECT TWO:**

Create a music video of an artist or group of your choice. Video from existing music video or tour footage is not allowed.

Technical Specifications: QuickTime movie, 640 x 480 pixels ( final render size at 50% ), Sorenson codec and length - depends on song.

Alpha Stage – Choose song, concept statement, wordlist, thumbnails – 30 unique images - and storyboards.

Beta Stage - Project with rough content and timing.

Gold Stage - Project complete, movie rendered and packet assembled.

### **PROJECT THREE:**

Create video project of one of the following choices that includes still images, audio, text, illustrations, video, etc..

Technical Specifications: QuickTime movie, 640 x 480 pixels ( final render size at 50% - 320 x 240), Sorenson codec and length - depends on needs of sequence.

1. Documentary - "Day in the Life of a ComDes Student"
2. 3 PSA's - Two 30 seconds and one 60 second PSA's promoting NORML or the "JUST SAY NO" campaign.
3. 3 commercials - Two 30 seconds and one 60 second commercials for a car of your choice.
4. Theatrical Trailer - Trailer for the yet to be produced "Vampire Youth: the awakening" movie, script provided.
5. Program intro and segment intros - food, health, fashion and architecture - for a television show based on the magazine *Organic Style*.





Pre-Alpha 1 – Choose project, create concept statement and wordlist  
Pre-Alpha 2 – Create thumbnails – 30 unique images, script and storyboards.  
Alpha Stage – Project with rough content and timing.  
Beta Stage - Project nearly complete.  
Gold Stage - Project complete, movie rendered and packet assembled.

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