

|| ART 355/ 455 Motion Graphic Design ||
Fall 2009 Syllabus

Lecture/Lab: Tues | Thurs 1:00 – 4:50 pm

Instructor: Cyane Tornatzky

cyane.tornatzky@colostate.edu Visual Arts Building F115B

Office Hours: Fridays 1:30pm to 4:00 pm and by appointment

Course Overview

This course takes a look at the processes of creating motion and screen-based typographic videos. We will consider how to create a narrative work while using graphic design fundamentals such as typography, color, composition, and ultimately, interpreted meaning. We will be using a variety of pre-production materials and techniques that will ultimately fold into our final projects.

Technical demonstrations will focus on the use of AfterEffects CS4, as well as Photoshop CS4, Illustrator CS4, the use of Final Cut Pro and audio editing software. We will also be discussing a bit of the history of Motion Graphics, looking at contemporary work and discussing the theory behind screen design.

Required Supplies

1. Storage capacity: i.e.: an iPod, a Flash drive/Jump drive and/or an external hard drive. You will want to save your files in at least two places.
2. A journal to chronicle creative ideas.
3. Creating Motion Graphics for After Effects 4th Edition AE CS3 ISBN: 978-0-240-81010-2 by Trish and Chris Meyers
4. Screen: Essays on Graphic Design, New Media, and Visual Culture (Paperback) ISBN-13: 978-1568983103 by Jessica Helfland

Other Resources:

www.creativecow.net

Grading Policies-100 Total Class Points

Assignments — 20 Points each	<i>Typographic Flipbook</i> <i>Stop Motion Animation</i> <i>Typographic Animation</i> <i>Final Project: Alphabet</i>
Assignments — 10 Points each	<i>Idea journals (bring to each class)</i> <i>Designer Presentation</i>

Grading Criteria

Your assignments will be evaluated on the following:

1. Concept:
 - Originality and creativity
 - Use of Graphic Design principals: color, composition, and use of typography
 - Use of Animation
 - Narrative structure
 - Clear communication
 - Consideration of audience
2. Technical mastery
3. The ability to make us step back and say “wow”!

Peer Evaluations/Critiques

At each critique you will complete peer evaluation for two classmates. This guarantees written feedback for each student in addition to my comments. The evaluations are included in your assignment grade. Even if you are not finished, you are required to attend critique – on time and ready to comment.

Classroom Atmosphere

Please do not engage in side conversations during lectures, demonstrations or presentations. Be sure to turn off your cell phone/pager before coming to class. Also, please let me know if I can do something to help you with a learning disability or other special needs.

Dropping This Class

If you stop attending class, please remember to DROP the class also. It is YOUR responsibility to DROP. If you simply stop attending, you may receive a grade of "F". You may drop by telephone or in person and you do not need my permission to drop.

Schedule

The following is the general outline for the class and the dates that assignments are due. The topics will remain flexible and could change depending on the interests and experiences of the class, speaker and presentation opportunities and freak acts of nature.

Each week, students will bring in a journal to be reviewed. Content of journals will include ideas, sketches, articles – anything to help you foster your creative work.

Aug 25	<i>Introductions</i> <i>View examples:</i> Motion Graphics <i>Introduction to Animation:</i> - Persistence of Vision - Key frames - In-betweens <i>In Class Exercise:</i> Zoetropes <i>Bio:</i> Edweard Muybridge	
Aug 27	<i>Discussion:</i> What is narrative? <i>View:</i> - Norm McLaren - The Brothers Quay <i>Storyboarding:</i> - Various Techniques <i>Assignment:</i> Typographic Flipbook	<i>ONLINE READING pp</i> <i>137-165:</i> http://books.google.com/books?id=ZcgTvcoCKHQC&pg=PA137&lpg=PA137&dq=meaning+and+motion+%2Bmotion+design&source=bl&ots=l3U8_j1y6J&sig=wrObG6IfLVivrkI1MpawYNI_Sok&hl=en&ei=sGVSSrDiOZO-sgOV1sGqDQ&sa=X&oi=book_result&ct=result&resnum=2
Sep 1	<i>Discussion:</i> Motion Literacy <i>Work on Assignment:</i> Typographic Flipbook	

<p>Sep 3</p>	<p><i>Discussion: Cinematic Language</i></p> <p><i>Introduction:</i></p> <ul style="list-style-type: none"> - Shooting basics - Composition - Camera movements <p><i>Sound:</i></p> <ul style="list-style-type: none"> - Editing with Audacity <p><i>Assignment: Stop Motion Animation</i></p>	<p><i>DUE: Typographic Flipbook at the end of class</i></p>
<p>Sep 8</p>	<p><i>Review: Typographic Flip Books</i></p> <p><i>Introduction:</i></p> <ul style="list-style-type: none"> - QuickTime Pro <p><i>Using Final Cut Pro:</i></p> <ul style="list-style-type: none"> - Editing DV in Final Cut Pro 	
<p>Sep 10</p>	<p><i>After Effects:</i></p> <ul style="list-style-type: none"> - Composition Basics - Using Adjustment layers Solid layers - Using the Blend Modes and Switches - Importing Footage and other files 	
<p>Sep 15</p>	<p><i>After Effects:</i></p> <ul style="list-style-type: none"> - Animated Masks - Track Mattes - Precomposing - Changing Position, Opacity, etc. - Filter Basics 	
<p>Sep 17</p>	<p><i>After Effects:</i></p> <ul style="list-style-type: none"> - Animated Masks - Key framing - Motion Paths - Anchor Point - Motion Blue <p><i>Brainstorming:</i></p> <ul style="list-style-type: none"> - Basics on brainstorming - Idea Journals - <p><i>Work on Stop Motion Assignment</i></p>	

Sep 22	<p><i>After Effects:</i></p> <ul style="list-style-type: none"> - Camera Angles - 3D Camera - Rendering - Animating Text - Adding Effects <p><i>Assign Designer Presentation Groups</i></p>	
Sep 24	<p><i>After Effects:</i></p> <ul style="list-style-type: none"> - Review <p><i>Assignment:</i> Typographic Animation</p> <p>View: Examples of Typographic Animation</p>	
Sep 29	<p>DUE: STOP MOTION ANIMATIONS We will be attending a guest lecture for the Colorado International Invitational Poster Exhibition (CIPE) During class time today.</p>	
Oct 1	<p>VIEW: STOP MOTION ANIMATIONS</p> <p><i>Critique</i> Stop Motion Animations</p>	
Oct 6	<p>OPEN LAB – Work on Typographic Animations</p>	
Oct 8	<p>OPEN LAB – Work on Typographic Animations</p>	
Oct 13	<p>Works in Progress: I will be making appointments with you to give you feedback on how your assignment is going.</p>	
Oct 15	<p>OPEN LAB</p>	
Oct 20	<p>DESIGNER PRESENTATIONS</p>	<p>DUE: Designer Presentations</p>
Oct 22	<p>DESIGNER PRESENTATIONS</p>	
Oct 27	<p>OPEN LAB</p>	
Oct 29	<p>OPEN LAB Discussion of Hefland article “Dematerialization of Screen Space” p. 35</p>	

<i>Nov</i> 3	TYPOGRAPHIC ANIMATIONS	DUE: Typographic Animations
<i>Nov</i> 5	TYPOGRAPHIC ANIMATIONS	
<i>Nov</i> 10	Discussion of Hefland article "The Myth of Real Time" p. 3 <i>Assignment:</i> Alphabet Motion Graphics View: Examples of Excellent Motion Graphics and Good Alphabets	
<i>Nov</i> 12	OPEN LAB: Work on Alphabet Storyboards	
<i>Nov</i> 17	Discussion of Hefland article "Electronic Typography: The New Visual Language" p.105 OPEN LAB	DUE: Alphabet Storyboards
<i>Nov</i> 19	OPEN LAB	
<i>Dec</i> 1	Discussion of Hefland article "Cult of the Scratchy" p.97 OPEN LAB	
<i>Dec</i> 3	FIRST PASS DUE: We will meet in small groups to see how everyone's work is going.	
<i>Dec</i> 8	OPEN LAB	
<i>Dec</i> 10	OPEN LAB	
FINAL EXAM WEEK – OUR FINAL WILL BE DECEMBER 15th FROM 5:50 to 7:50 pm in F101.		