

VAGD 410 - Motion Graphic Design

Winter 2010

A-450 HFAC

Section 002: 2:00p - 3:50p MW

Section 001: 4:00p - 5:50p MW

Brent Barson

brent_barson@byu.edu

Office: C-502E HFAC

Office Hours (by appointment, please): MW 1:00-2:00 pm



CLASS OBJECTIVES:

This course is designed to assist you in your pursuit to become a well-rounded designer and thinker in multiple media. It is a well-balanced mix of technical instruction and motion design projects, with critique.

Here you will learn to take control of your design destiny by learning how to design with time, 3D space, and sound. You will learn how to create a story and mood with movement and animation, and how to use editing to control the story. Since animation and movement are becoming standard elements in interfaces, signage, and other forms of design, you will be a more valuable asset in the workplace.

You can certainly be a good designer and never venture away from print design, but you will be empowered to do more in your career and be more independent if you can design across media types.

1. Apply graphic design principles and narrative techniques to motion graphics projects, using After Effects and other methods.
2. Acquire the necessary design and production skills to produce a compelling 30-second motion graphic piece.
3. Develop essential written and oral communication skills to explain and defend your work.

MATERIALS

> **After Effects Apprentice, Second Edition**

by Chris & Trish Meyer (required—see website for link to book on Amazon; it's not on Safari Books) **ISBN: 0240811364**

> A removable storage device (*a hard drive - preferably a FireWire drive, iPod, etc. is highly recommended. In 410, USB thumbdrives are even more discouraged. They're too small, unreliable, and slow. Also, I hate them. Do not use a thumb drive for motion graphics!*)

> sketchbook/notebook/analog writing & drawing device

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WEEK	MONDAY	WEDNESDAY	ASSIGNMENT DUE	READING (Lessons)†,‡
1	1/4 - Introduce ourselves, What is 410, go over syllabus, After Effects Assignment #1 - Introduction collage & email	1/6 - Introduce final project, self-support, passion, professionalism AE Interface, The Project, The Composition	#1	time-based_media.pdf (Download from website)
2	1/11 - the importance of storyboarding, editing. What is a Composition? The Power of Quicktime, basic animation in AE	1/13 - Keyframes, Animation, and Timeline. Traditional Animation		Skim "Pre-roll", read Lesson 1 (due Wed.)
3	1/18 - Holiday - No Class	1/20 - Playing with Time, Time-based Design, tweaking keyframes, AE Prefs, Final Project Creative Brief Due		Lesson 2
4	1/25 - Layers	1/27 - More Layers, Importing files & footage, pixel aspect ratios Introduce Assignment # 2 animated type (poem/quote)		Lesson 3
5	2/1 - Typography in Motion, Text layers in AE	2/3 - More dancing type Final project storyboards (pen/pencil sketches) due		Lesson 5
6	2/8 - Modes, Masks, & Mattes	2/10 - Modes, Masks, & Mattes Part 2 Final project storyboards (Rough computer comps) due		Lesson 4
7	2/16 - Tuesday / Monday Timewarp, NO CLASS	2/17 - Parenting, Nesting Compositions		Lesson 6
8	2/22 - Effects Type animation (Assignment #2) help	2/24 - Tracking motion, manipulating time Final project computer storyboards due	#2	Lesson 9
9	3/1 - 3D Layers Introduce Assignment #3 3-D in AE	3/3 - Teacher in NYC Final project motion tests due		Lesson 8
10	3/8 - Teacher in NYC	3/10 - Teacher in NYC		
11	3/15 - 3D animation & compositing with AE 3D assignment #3 in-class help	3/17 - Careers in Puppetry & Painting (within AE) Rough animatics due		Lesson 10
12	3/22 - More painting, puppetry & pixels The power of sound, Audio in AE, Expressions are made of code!	3/24 - Rendering in AE Final Project Animatic/Ruff Ruff Kutt due	#3	Lesson 7, Appendix
13	3/29 - Integrating AE with other methods & applications, Shape layers	3/31 - AE & 3D programs play nicely together Final project rough cut due		Lesson 11
14	4/5 - In-class workshop, Final Exam Review	4/7 - Final project due - In-class critique! Super difficult, brain-breaking FINAL EXAM		
15	4/12 - Last Class - Mini Sundance Screening			
Official BYU Final Exam Days Section 002: Friday, April 16 - 7:00 a.m. (haha) to 10:00 a.m. — Section 001: Monday, April 19, 2:30p.m. to 5:30p.m.				

*all assignments due on Wednesday unless otherwise noted.

† Quizzes on the reading and other in class teachings will be sprung upon you without good warning. So, reading the textbook is a good idea. OK, I may warn you every once in a while.

‡ The reading for each week should be completed before the week's classes (with the exception of week 2)

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HINTS FOR A SUCCESSFUL TERM

Come on time, attend every class (let me know ahead of time if you absolutely can't make it to a class,) participate in class, listen, take good notes, follow instructions on assignments, and meet deadlines. Exercise good common sense; don't worry, no one will accuse you of being a nerd.

Motion graphics and digital video work are unlike any other kind of design you've done in the past. They are extremely time-intensive, and computer-intensive as well. A fast powerful computer and lots of time will be your best friend when creating your masterpieces. Keep this in mind when budgeting your time for your projects.

Also, we will have a final written exam. Take good notes; there will not be anything on the exam that we don't discuss in class.

On a lighter note, lectures and demonstrations in this class may contain humorous references and sarcastic declarations. I may occasionally try to use words that you find funny. Rest assured that even though I slip into jokester mode occasionally (every day,) I am still a real instructor, and all the class policies still apply. If we become good friends, that is great. But that doesn't mean you are exempt from turning in projects.

ATTENDANCE

Attendance during the term is critical and required. Attendance and promptness are essential professional attributes. Attendance will be taken at the beginning of every class period (if you're late you may not be counted). 2-3 absences will result in grade reductions. 4 or more absences may result in a failing (E) grade.

Tardiness and attitude will be holistically taken into consideration in your participation grade.

DEADLINES AND RE-DOS

Deadlines are sacred. All preliminary sketches and finished assignments must be completed on time. As part of your grade, you will be expected to display and participate at each critique leading up to the final critique. Those assignments turned in after the due date and up to one calendar week, will be reduced by one full letter. After one week, assignments will not be accepted.

Work turned in on time may be eligible for a re-do (talk to me if you are interested in redoing an assignment). All re-dos will be due the last day of class.

INCOMPLETES

The only reasons for which an "Incomplete" grade is given are stated in BYU official policy: "serious illness, personal injury, death in the immediate family, etc." Reasons for which Incomplete grades are not given include: laziness, trying to take advantage of my easy-going nature, or the words, "Dude, come on. Be cool!"

LAB USE

During class periods the computer lab is only for course-related work. Common forms of misuse are: e-mailing your homies during lectures, surfing the internet for no particular reason, doing free-lance/ unrelated work during class. Never tamper with lab/computer cables. Never chew aluminum foil while holding an electrical cable, while at the same time standing in a puddle of water.

WORKING DURING SCHOOL

This being a Church-sponsored University, I am certainly not going to try to revoke your free agency and tell you not to work while you are in school. Just know that you will be given ZERO preference and NO special exceptions to other students when it comes to turning in assignments on time, or the quality of your assignments. In my opinion, students should dedicate EVERYTHING they have (time, effort, passion) to their school while in school, and work full-time after graduation. Of course I believe working part time in a design job during school will help you develop important and irreplaceable professional skills; I did it myself. The trick is to work part time, and go to school full-time. In other words, "My late, mediocre project was the result of my working 80 hours a week outside of school." will not fly with me, and you will be graded accordingly. Dude, harsh!

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**IN-CLASS EXERCISES****GRADE SCALE****ASSIGNMENTS**

POINTS

Introductory email, collage, receipt

[10]

Animated typography

[10]

3-D in After Effects

[10]

PROJECTS

30 second PSA or TV Show Promo

[100]

Meeting progressive deadlines for these projects will be part of the final grades.

CLASS PARTICIPATION / EFFORT / QUIZZES

Discussions/Critiques/Readings

[20]

Attendance and general attitude will also be taken into account for this grade.

FINAL EXAM

Written Final Exam

[10]

Excellent:

A

> 95%

A-

90-95%

Good:

B+

87-89%

B

83-86%

B-

80-82%

Satisfactory:

C+

77-79%

C

73-76%

C-

70-72%

Minimum Passing:

D+

67-69%

D

63-66%

D-

60-62%

Unacceptable:

E

< 60%

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IMPORTANT THINGS THAT MUST BE IN THE SYLLABUS

Preventing Sexual Discrimination or Harassment

Sexual discrimination or harassment (including student-to-student harassment) is prohibited both by the law and by Brigham Young University policy. If you feel you are being subjected to sexual discrimination or harassment, please bring your concerns to the professor. Alternatively, you may lodge a complaint with the Equal Employment Office (D-240C ASB) or with the Honor Code Office (2-4440).

Students With Disabilities

If students have a disability that may affect their performance in the course, they should get in touch with the Office of Services for Students with Disabilities (1520 WSC). This office can evaluate the student's disability and assist you in arranging for reasonable accommodations.

Honor Code Standards

In keeping with the principles of the BYU Honor Code, students are expected to be honest in all of their academic work. Academic honesty means, most fundamentally, that any work students present as their own must in fact be their own work and not of that of another. Violations of this principle may result in a failing grade in the course and additional disciplinary action by the university.

Students are also expected to adhere to the Dress and Grooming Standards. Adherence demonstrates respect for themselves and others and ensures an effective learning and working environment. It is the university's expectation, and the Department's expectation in class, that each student will abide by all Honor Code standards. If you have any questions about the University Honor Code Standards, please contact the Honor Code Office at 422-2847.

Final Exam Policy

It is University policy that Final Exams are to be held the day and the hour they are scheduled on the Final Exam Schedule. Final Exams are scheduled according to the beginning hour. No early exams should be given; reading and examination periods are firmly scheduled parts of the semester. Students should not make plans that interfere with these important academic activities. Instructors may give Incompletes, depending on the circumstances.

The Final Exam schedule is available online at

<http://saas.byu.edu/classSchedule/finals/fall.php>