

MOTION GRAPHICS

Art 414.801 Fall 2014

Instructor: Kim Bauer
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Course Information

Required Text: Adobe After Effects CS6 Classroom in a Book
ISBN-13: 978-0321822437 ISBN-10: 0321822439
Supplies: USB Drive 32MB (minimum), Sketchbook

Course Description

The objective of the course is to further develop motion design skills and introduce basics of compositing from film and video. The class will consist of graded assignments, in class tutorials and lectures. There will be a heavy emphasis on concepts, design and timing.

Student Learning Outcomes

Basic design principals as it applies to Motion Graphics
Understanding the fundamentals of digital animation
Application of typography as it relates to motion design
Being able to think conceptually, storyboard a project and carry the project through to completion
Becoming proficient in Adobe After Effects

Course Requirements

Complete independent research, storyboards, mood (style) boards and assigned projects.

Backups

All projects should be backed up in several different locations each and every week.
Never work from your thumb drive. Do not use school computers as a serious backup location. Save every project you do from this class for a reel at the end of the course.

Deliverables

All projects will be rendered as video, as well as turned in as an After Effects (.aep) project.
Always use square pixels in After Effects unless specified otherwise. Rendering can sometimes take a while to execute, so start early enough to re-render multiple times for corrections.

Attendance

For each class you miss, you will be notified of the truancy.
If you miss more than 2 classes, you will be dropped from the course.
If you believe attendance will be an issue, please e-mail me and we can discuss further options.

Grading

You will have 2 Projects in the class each worth 50% of your total grade

This is how the 2 projects will be graded:

Storyboard - 15% of your project grade

Mood (style) Board - 15% of your project grade

Building assets - 15% of your project grade

Project working Technically - 15% of your project grade

Project working Aesthetically - 40% of your project grade

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides Comprehensive civil rights protection for persons with disabilities. Among other things, this legislation Requires that all students with disabilities be guaranteed a learning environment that provides for Reasonable accommodation of their disabilities. If you have a disability requiring an Accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Student Disability Services@tamuc.edu

Student Disability Resources & Services

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook).

Course Outline

- August 27 Syllabus, introduction to motion graphics, introduction to After Effects, resources for motion graphic designers and overview 2 class projects
- September 3 TRAPS, keyframing, examples kinetic type, examples of storyboards
Homework: Storyboard Project #1
- September 10 Critique storyboards, importing assets, using sound and video in After Effects examples of mood (style) boards
Homework: Revise Storyboard, Create Mood (style) Board
- September 17 Critique mood (style) board, creating compositions, pre-composing, editing video and using effects intelligently
Homework: Build Assets Project #1
- September 24 Animating type in After Effects, rendering your animation
Homework: Start Building Animation Project #1
- October 1 Individual help project #1
Homework: Finish Project #1
- October 8 Critique project #1 (guest Instructor), discuss project #2, using and animating masks
Homework: Storyboard Project #2
- October 15 Critique storyboard, introduction to 3D in After Effects, using cameras and creating depth of field.
Homework: Revise Storyboard, Create mood (style) board
- October 22 Critique mood (style) board, creating stylized video and using lights
Homework: Build Assets Project #2
- October 29 Individual help project #2
Homework: Start Building Animation Project #2
- November 5 Critique project #2, using null objects and rotoscoping
Homework: Finish Project #2
- November 12 Guest lecturer critique project #2
- November 19 Individual Help
Homework: Revising Project #1 and #2
- November 26 Optional Class. Happy Thanksgiving
- December 3 Individual help
Homework: Revising Project #1 and #2
- December 10 Final Revised Projects Due