



Art 418.801 Advanced Motion Graphics and 3D COURSE SYLLABUS: Fall 2016

Instructor: Vince Sidwell
Office Location: Keyframe Lab
Office Hours: Th 6:30-9:30
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COURSE INFORMATION

Materials – Thumbdrive

Optional Reading:

Levy, David B. ISBN-10: 1581156618 *Animation Development: From Pitch to Production*.

Scott, Jeffrey. ISBN-10: 1585674281 *How to Write for Animation*.

Trish and Chris Mayer ISBN-10: 0240814150. *Creating Motion Graphics with After Effects: Essential and Advanced Techniques, Edition 5*

Course Description: This course is an introduction to Motion Graphics, including but not limited to commercial, broadcast, corporate, training, tradeshow, main title and music video. The course will include lectures and demonstrations of the history, techniques and applications of motion graphics. Projects will cover basic motion theory, typography, color, and basic elements of design. We will work through the motion graphics pipeline including, storyboarding, animatics, sound development, and rendering.

All projects shall be:

- 720 HD resolution
- Include Sound
- May include live footage, but significant portion shall be animated
- May include but is not limited to: 3D visual effects, character animation, 3D Logos and elements
- Vector and bitmap content
- Animated type

This student will be responsible for concept, developing, producing and delivery of final commercials. This includes but is not limited to all research, scripting, storyboards, development, production and post production. Student will provide the instructor with a proposal that outlines the production time lines and deliverable.

Student Learning Outcomes: By the end of this course, the student will:

- Have a working knowledge of commercial motion graphics production
- Have a better understanding of Adobe After Effects
- Be able to create basic animations using both vector and bitmap elements

TECHNOLOGY REQUIREMENTS

Adobe Creative Cloud (*After Effects, Photoshop, Illustrator, Audition, Premiere, 3D app*)

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at [903-886-5868](tel:903-886-5868) or 9-1-1.

Students with Disabilities

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- Room 132
Phone [\(903\) 886-5150](tel:903-886-5150) or [\(903\) 886-5835](tel:903-886-5835)
Fax [\(903\) 468-8148](tel:903-468-8148)
Email: Rebecca.Tuerk@tamuc.edu
Website: Office of Student Disability Resources and Services
<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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 current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

Grading Criteria/Student Evaluation:

Grading Guidelines

Grades will be assigned according to the following scale:

A work well above the general class level, evidence of participation in related activities outside of

the classroom, thoughtful participation in classroom discussion and critique

- B** work above the general class level, participation in classroom discussion and critique
- C** average work, minimal requirements met
- D** work below class average, lack of participation and/or poor attendance
- F** inferior work, work not turned in, failure to attend class

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with

- 70% projects
- 20% Milestone Delivery
- 10% class participation

Texas A&M Policies on Class Assignments/Late Work:

Faculty members encourage accountability and punctuality for future career success. Students are encouraged to turn-in all work for instructor feedback.

- No late work accepted.

Attendance

FIRST ABSENCE: Aerielle will email the student and copy the instructor and Lee

SECOND ABSENCE: Aerielle will email Lee and copy the instructor and the student. Lee will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course, the instructor and Aerielle are copied.

Two tardies equals one absence

optional attendance notes:

A tardy of 60 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.

If a student does not show up for the final they automatically fail the class.

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester.

No eating in the classrooms. Please direct students to the gallery or 3rd floor space.

Instructor response time

Communication from students will be responded to within 24 hours during the work week. Weekend communication will be handled the next business day unless noted by the instructor.

Scholastic Dishonesty

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.

- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
- Academic dishonesty could result in expulsion from the University