

Texas A&M University-Commerce

Art 414.801 Motion Graphics

Course Syllabus: Fall 2013

Instructor: Kim Bauer

Office Hours: By Appointment Only

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Description

The two primary goals of this class is to introduce Adobe After Effects and reinforce professional level of motion design. Adobe After Effects is a digital compositing & video manipulation application. While this is a lab class, a fair amount of time outside of class is required to complete this course.

Instructional / Methods / Activities Assessments

This course will heavily rely on following instructional material such as the required reading get a strong understanding of the key program, Adobe After Effects, during the first half of the semester. Having a strong grasp on the program will allow you to strengthen both your technical skills and your portfolio in the latter half.

By the end of this course, you will acquired the skills necessary to further explore motion design independently, acquire additional work for your portfolio/reel and developed confidence working in After Effects at an introductory professional level.

Grading

1. Participation Grade (*see below): 20% overall
2. Quizzes & Tests: 25% overall
3. Projects: 55% Overall

One third of each project's grade will rest on the progress at rough draft reviews. Design will play a significant part of your grade and feedback for projects.

At the end of the semester, your final grade will be derived by the total points assigned by the total points acquired. 90% and up will be an A, 80% and up is a B, 70% is a C and anything less is an F.

*Participation Grade: You will receive a participation grade for each class period totaling 15 grades. These grades will be based on your meeting of the following criteria:

- attendance in class, for the duration of the class period.
- attentiveness to the lesson being given, including taking notes.
- interacting in both class discussions and critique periods.
- working on your assignments during the lab portions of the class.

Late assignments will be dropped 10 percent per day late. Example: an assignment due Monday that would have received an A will receive a B on Tuesday, C on Wednesday and so on.

An assignment delivered a week late can only earn 30% if it is perfect. All assignments are due at the beginning of class unless otherwise noted.

Course Specific Details

Project Details

Each project will incorporate techniques that will be taught throughout the duration of the semester. Topics of projects will vary. Projects will be announced and given 2 weeks minimum to execute, allowing for a minimum one rough draft review.

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.

Render Specs

All delivered projects will be rendered half 1920x1080 resolution. This will maintain the 16:9 aspect ratio of HD video without taking too much time to render. Letter boxing can be added for reel later on.

File Format: Quicktime Movie

Quality: Best

Size: 960x540

Pixel aspect ratio: 1.0 (aka square)

Codec: "Sorenson 3" at 75% quality. Key every "1" frame.

Frame rate: 23.98fps

Audio: 48k/16bit

Naming Conventions

The naming convention for this projects will be as follows:

projectName_LastName_FirstName_###.aep

--The (###) represents an increment number. I strongly recommend saving in increments ("File" > "Save Incremental"). If you only save one increment you may limit your possible solutions in the event of file corruption.

Back-ups

All projects should be backed up in several different locations each and every week. **Never work from your thumb drive.** A solid-state drive's life is based on a limit of read and writes. Do not use school computers as a serious back-up location. Save every project you do from this class for a reel at the end of the course.

Course and University Procedures/Policies

Plagiarism

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic

dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing or removal) of resource material.

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 email me and we can discuss further options.

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 granted 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

StudentDisabilityServices@tamu-commerce.edu

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.)