

COMM 663-Seminar (Video Animation)

Instructor's information:

Name: Jerron Smith	Office location: N/A
Telephone: N/A	E-mail: thepixelsmith@gmail.com
Website: www.thepixelsmith.com	Office hours: N/A

Course information

Term and date: Fall 2011	Course name: Seminar (Video Animation)
Course number and section: COMM 663	Meeting times: Tuesday 06:00PM - 09:30PM
Building and room number: West 61st Street, Room 922	Prerequisites and co-requisites: None

Required Texts (including ISBN numbers)

Adobe After Effects CS5 Digital Classroom	ISBN: 0470595248
---	------------------

Materials and supplies

1: A portable hard drive is necessary for storing classwork and assignments that will be used throughout this course. Additionally, I tend to give student access to a wide variety of media and graphics libraries that I have collected over the years. A large capacity flash drive may be substituted for hard drive.

2: Headphones (they don't have to be great but they do need to be long enough to reach the computer's headphone jack.)

Course description (from catalog)

This course places students in realistic post-production situations in which they solve challenges faced daily by special effects artists. Topics include color correction, paint, text, and action.

Course goals and introduction (from the instructor)

Media and technology are inherently linked. New media is created and pushed by the advent of new technologies and advancing technologies allow for the creation of new media. Projects are designed to give students an introduction to industry standard motion design software. This course will cover both the aesthetics and techniques of modern motion design, the technical (how to use the applications) skills of motion design and the aesthetics (what looks good and why), because without an understanding of both you can't be a designer. Not an employable one anyway.

Learning outcomes and instruments of assessment

Upon successful completion of this course, students will be able to:

1. Develop original design ideas from concept to completion that incorporate current technologies.
2. Analyze project needs and incorporate current design trends and concepts in motion graphics to make appropriate technology and design choices.
3. Demonstrate a knowledge of Broadcast Graphics & Digital FX.
4. Demonstrate a working knowledge of Computer Graphics Software and the sense of aesthetics necessary for its successful use.

Methods of Assessment will include:

1. Technical skill: shows how well you have mastered the techniques we are using. Because yes, while it isn't the end all and be all of being a designer you do have to know which buttons to push to be employable.
2. Originally: reflects the originality and innovative quality of your idea. Design is all about creative problem solving. Have you chosen a creative route to accomplish the design problem in front of you, or did you play it safe and work within an already established routine?
3. Execution: exhibits how well your idea comes through overall. In reality anyone can come up with an idea that seems good in their heads, but fewer individuals can actually make their dreams into reality. This is real life, if your ideas are impractical they won't do you or your client any good.

Additional Grading Criteria: participation in class critiques, turning in work on time, pushing your own limits during the semester, and demonstration of mastery of techniques and concepts covered in class.

Grading formula

Grade	Quality Points Per Credit	Meaning of Grade
A (Excellent)	4.0	Represents exemplary work. Work consistently exceeds expectations of professional craft and quality.
B+	3.5	
B (Good)	3.0	Work meets basic expectations of professional craft and quality.
C+	2.5	
C (Satisfactory)	2.0	Work does not meet professional expectations of craft and quality.

D (Unsatisfactory)	1.0	
--------------------	-----	--

Grading Criteria

The Final Grade for this course will be determined by the average of the following projects and assignments.

Project 1	Project 2	Presentation 1
Presentation 2	Midterm Project	Final Project
Out of Class Assignments:		

Description of assignments

1–Presentation 01

Students will research and present an oral presentation to their classmates on a tutorial that covers a current design principle or software technique. Grading for this project will be based both on the resulting presentation style as well as the research demonstrated by an understanding of the topic.

2–Project 01

The specifics of this project will be determined during the course of the semester. The project will offer students the opportunity to work either independently or as part of a small group to develop teaming skills. Possible variations of this project may include creating a bumper, next up or infographic.

3–Project 02

The specifics of this project will be determined during the course of the semester. The project will offer students the opportunity to work either independently or as part of a small group to develop teaming skills. Possible variations of this project may include creating a bumper, next up or infographic.

4–Mid-term Project

The mid-term project is the creation of a short broadcast graphics package. Students will create either a “bumper” for a television show or programming block of their choosing or a “next up”. The “bumper” or “next up” must be high concept and contain references to both the show (in the case of a bumper) and network that is showing it. Student will create all graphic. The duration of this project will be five (5) seconds.

5–Presentation 02

Students will research and present an oral presentation to their classmates on a topic related to computer graphics or animation. Topics must be pre-approved prior to the presentation day.

Sample topics:

Chroma keying • Rotoscoping • Camera Tracking/Match Moving • HDRI (High Dynamic Range Imagery) • Color Mode & Bit Depth • Track Mattes & Traveling Mattes • Greeble • Morphing • Blinn & Phong • Industrial Light and Magic • Pixar • George Melies • Ray Harryhausen • Saul Bass • Digital Domain • Kyle Cooper • Yu & Co • Shiloh • MK12 • Psyop •

Grading for this project will be based both on the resulting presentation style as well as the research demonstrated by an understanding of the topic.

6-Final Project

Students will script and produce a short form animated PSA (Public Service Announcement) for a current political or cultural topic of their choosing. The projects may contain any type of still image or graphic as well as pre-existing video footage. If using video it must be used in a supporting role and not the main element in the animation.

The Reality of Studio Classes

- Plan on working on your projects outside of class time. The studio part of class time is not adequate for you to create good projects.
- It is highly unlikely that you will get an A grade in this class if any work is turned in late or is just plain missing or incomplete.

Policy for make-up exams and missed or late assignments

Any projects not turned in or incomplete projects that are turned in will be deducted from the final grade. Projects or partial project will not be accepted after the last day of class. No late final Exams will be given or late final projects accepted.

Attendance policy

On-time class attendance is required, 3 credit hours is the maximum absence allowed per semester. This allows absences of one class before your final grade can be penalized. If you are late three times, it will be considered one absence. Attendance will be taken by the professor at each session.

Withdrawal policy

A student may withdraw from a course without penalty through the end of the 8th week of class during a 14- or 15-week semester and through the 8th meeting during an 8week course cycle. After this, the student must be doing passing work in order to receive a W grade. Students who are not passing after the 8th week or equivalent will be assigned the grade of WF.

It is the student's responsibility to inform the instructor of his/her intention to withdraw from a course. If a student has stopped attending class without completing all assignments and/or examinations, failing grades for the missing work may be factored into the final grade calculation and the instructor for the course may assign the grade of WF. The grade of F is used for students who have completed the course but whose quality of work is below the standard for passing.

Withdrawal forms are available in departmental offices and once completed must be filed with the registrar. Students should be reminded that a W notation could negatively impact their eligibility for financial aid and/or V.A. benefits, as it may change the student's enrollment status (full-time, part-time, less than part-time). International students may also jeopardize their visa status if they fail to maintain full-time status.

Academic Integrity and Plagiarism Policies

Each student enrolled in a course at NYIT agrees that, by taking such course, he or she consents to the submission of all required papers for textual similarity review to any commercial service engaged by NYIT to detect plagiarism. Each student also agrees that all papers submitted to any such service may be included as source documents in the service's database, solely for the purpose of detecting plagiarism of such papers.

Plagiarism is the appropriation of all or part of someone else's works (such as but not limited to writing, coding, programs, images, etc.) and offering it as one's own. Cheating is using false

pretenses, tricks, devices, artifices or deception to obtain credit on an examination or in a college course. If a faculty member determines that a student has committed academic dishonesty by plagiarism, cheating or in any other manner, the faculty has the academic right to 1) fail the student for the paper, assignment, project and/or exam, and/or 2) fail the student for the course and/or 3) bring the student up on disciplinary charges, pursuant to Article VI, Academic Conduct Proceedings, of the Student Code of Conduct.

Library Resources

All students can access the NYIT virtual library from both on and off campus at www.nyit.edu/library. The same login you use to access NYIT e-mail and NYITConnect will also give you access to the library's resources from off campus.

On the left side of the library's home page, you will find the "Library Catalog" and the "Find Journals" sections. In the middle of the home page you will find "Research Guides;" select "Video Tutorials" to find information on using the library's resources and doing research.

Should you have any questions, please look under "Library Services" to submit a web-based "Ask-A-Librarian" form.

Support for Students with Disabilities

NYIT adheres to the requirements of the Americans with Disabilities Act of 1990 and the rehabilitation Act of 1973, Section 504. The Office of Disability Services actively supports students in the pursuit of their academic and career goals. Identification of oneself as an individual with disability is voluntary and confidential. Students wishing to receive accommodations, referrals and other services are encouraged to contact the Office of Disability Services as early in the semester as possible although requests can be made throughout the academic year.

Schedule of Classes

Date	Tentative Topics	Readings or Other Assignments
Sept. 13	Introduction & Syllabus Review • Media Management	
Sept. 20	Understanding Motion Graphics • An Introduction to Animation • Outputting a File	Lessons 1–4, 10
Sept. 27	Working with Masks, Track Mattes & Keys	Lesson 5
Oct. 04	Working with Text	Lesson 6
Oct. 11	Working with Audio	Lesson 7
Oct. 18	Working with 3D	Lesson 8
Oct. 25	Advanced Animation Techniques	Lesson 9

Nov. 01	Presentation 1 (Day 1)	
Nov. 08	Presentation 1 (Day 2)	Mid-Term Project Due
Nov. 15	Lab Work	
Nov. 22	Developing a Reel	Project 1 Due
Nov. 29	Lab Work	
Dec. 06	Lab Work	Project 2 Due
Dec. 13	Presentation 2 (Day 1)	
Dec. 20	Presentation 2 (Day 2)	Final Project Due

Web Resources

artofthetitle.com	shiloh.tv	mk12.com
psyop.tv	motionspire.com	motion.tv
yuco.com	motionographer.com	smashingmagazine.com
videocopilot.com	allbetsareoff.com	creativecow.net