

ART 330 — Animation & Web Motion Graphics

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COURSE DESCRIPTION	This course introduces the concept, production, and aesthetics of motion graphic design. Student will learn to integrate the components of typography, graphics, photography, video, and audio to create rich time-based, interactive content for digital, web, and mobile platforms. Training will be given in selected current software. Two hours lecture and six hours laboratory. Material fee required. (5 units)
PRE-REQUISITES	ART 322 or consent of instructor
REQUIRED TEXTS & MATERIALS	No book is required for this class. Each student need to have a journal/sketchbook to record your storyboard, concept development and design progress on the projects, to collect visual elements, to doodle, and to sketch. You are also expected to have a portable storage device, which could be an iPod, or a flash drive(2GB or greater), to backup your digital files. Lost files are the student's responsibility.
MEETING TIME & LOCATION	T, R, 1:00 – 4:50 pm / VA 232
OFFICE HOURS	T, R, 5:00 – 7:30 pm
COURSE OBJECTIVES	<ol style="list-style-type: none">1. To design using time as another dimension.2. To integrate sound with animation.3. To prepare students for a broad range of careers in motion graphic industry.
COURSE PROCEDURES	<p>The course consists of following sessions.</p> <ol style="list-style-type: none">1. Lecture / Demo. All students will be in attendance. Students will have hands-on training working with the computer to produce the assigned project related to course lectures and demonstrations. Each day attendance will be taken and a lab assignment may be given. You must complete the assignment and hand it in or show it to the instructor at the end of class. This adds to your participation points.2. Critiques / Discussion. All students will be in attendance, on time with the required assignment completed. There will be three kinds of critiques: class critique, group critique, and one-on-one critique.3. Workshop. All students will be in attendance. You can work on your project; do your research; interact with your classmates; or ask for help from your instructor.

GRADING No late assignment will be accepted and graded. This class will be treated in a professional manner. All deadlines must be met. Your final grade will be the result of following points:

1. Project points
2. Preparation points
3. Participation points
4. Tutorial/Demo points

PERCENTAGES	100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D
	93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-
	89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F

PROJECT STEPS

Step 1. **RESEARCH / CONCEPT DEVELOPMENT.** Gather visual (imageries, video clips, etc.) and audio (music, voice, etc.) elements related to the project based on your research and developed concept. Record your concept development in your sketchbook.

Step 2. **STORYBOARD.** A series of illustrations displayed in sequence for people to visualized your animation. You might want to include arrows or instructions to indicate movement. Present your storyboard in digital format (jpg, pdf, etc.).

Step 3. **EDITING / ANIMATION.** With your storyboard approved and design elements ready, You can now use related software to edit and animate the project.

Step 4. **PREFINAL.** Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.

Step 5. **FINISH.** Final and complete project.

PROJECTS	1. VOLLEY	10 points	3. TITLE SEQUENCE	30 points
			Concept	*1 point
	2. INTRO MOVIE	30 points	Storyboard	*1 point
	Concept	*1 point	Animation	*3 point
	Storyboard	*1 point	Prefinal	*1 point
	Animation	*3 point		
	Prefinal	*1 point	Participation Points	8 points
			Tutorial/Demo points	10 points
			*Preparation Points	12 points
			Total	100 points

PROJECT I: 5 SECOND VOLLEY You will pair up with another student and take turns working on a Flash animation. It's called "5 second volley" because you each take turns working on 5 seconds of the timeline and then you pass it back to the other person (like a volley in tennis). Each player will take two turns for a total of four volleys (about 20 seconds). The fun part of this project is that you don't know what the other person will come up with and neither of you will be able to predict the final outcome. This is a great way to experiment freely with animation in Flash. There should be no actionsript involved – it is purely timeline based. You can use any

content that you wish, but I suggest that you decide on a theme before you start. Make sure you have fun and push each other to make it good.

PROJECT II: INTRO MOVIE

Create a 20 – 30 seconds animation about you, or at least a part of you. The subject is only limited to your own imagination. In this short animation you are going to express something which makes you unique. This could be used as a self-promotional piece for your own purpose later on. Please do not make it like a commercial advertisement. You will be focusing on storytelling by animating still images (vector or pixel based), lines, shapes and letterforms, and on how these elements interact with sound.

The maximum size of your movie is 640 x 480 pixels. Sound is required.

PROJECT III: TITLE SEQUENCE

Create a 30 seconds title sequence animation with soundtrack. This could be the opening of a movie or a TV program, an event announcement, or a music animation for your favorite song. Video clips and interactivities are optional in this project. Again, you will be focusing on storytelling by animating still images (vector or pixel based), lines, shapes and letterforms, and on how these elements interact with sound.

The maximum size of your movie is 640 x 480 pixels. Sound is required.

TUTORIAL/DEMO

Each student will have the opportunity to give a demo to the entire class. The tutorial should be related to the software covered in this class. These demos do not need to be extensive. They should take no more than 10 minutes to explain. Please prepare a handout to give to the students when you present, explaining how to achieve the goal with each step clearly defined. Make sure they are something that you think other students can and will use, and don't try to take on something that you don't think you can easily demonstrate.

You are expected to let me know by the third week (Jan. 27th) of your demo subject and presentation date. Your tutorial presentation is worth 10 points.

PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Composition through time.
2. Strong visual and emotional impact.
3. Interaction between animation and sound.
4. Expressive and communicative quality of type and image animation.
5. Type in relationship to imageries.
6. Appropriate selection or creation of visuals.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based solely on computer skills.

ATTENDANCE

Attendance is required. If you arrive 30 minutes late, you will be marked absent. If you leave the class 30 minutes early, you will be marked absent. Although you may have a computer at home where you work outside of class, it is important that you have peer interaction and dialogue as you complete assignments, much as you would in a

professional environment. Assignments are due on the dates indicated; coming to class without your assignments will result in your not receiving credit for the assignment. The due date is the due date.

ADA STATEMENT Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact Services to Students with Disabilities (SSD), at UH 183 or phone (909) 537-5238. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER This syllabus and its accompanying weekly schedule are subject to change according to the needs of the class as determined by the instructor. I reserve the right to make any and all changes to the schedule to accommodate projects and/or facilities; changes will be discussed in class and a new schedule will be generated.

IMPORTANT You must enroll in this class before the census date to receive credit. Students attending the class without enrolling will not receive credit and will be asked to leave.

CLASS SCHEDULE	Tuesday	Thursday
	Jan. 13 Introduction	Jan. 15 Flash lab
	Jan. 20 Volley first round due	Jan. 22 Volley finish
	Jan. 27 Intro Movie concept due Demo proposal due	Jan. 29 Intro Movie storyboard due
	Feb. 3 Flash demo	Feb. 5 Intro Movie animation
	Feb. 10 Intro Movie animation	Feb. 12 Intro Movie animation
	Feb. 17 Intro Movie prefinal due	Feb. 19 Intro Movie finish
	Feb. 24 Title Sequence concept due	Feb. 26 Title Sequence storyboard
	Mar. 3 Flash demo	Mar. 5 Title Sequence animation
	Mar. 10 Title Sequence animation	Mar. 12 Title Sequence animation
	Mar. 17 Title Sequence prefinal due	Mar. 19 Title Sequence finish
	Mar. 24 (No Class)	