

# ART 4260 — Interactive and Motion Graphics

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RESOURCES: [www.jiong.com/resources](http://www.jiong.com/resources)

**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 projects. Both linear and non-linear interactive forms will be explored as they relate to real-world graphic design projects. Training will be given in selected current software.

**PRE-REQUISITES** ART 1120, and ART 2210, or approval.

**REQUIRED TEXTS / MATERIALS** No text book is required for this class, however, each student need to have a sketchbook to collect visual elements, to doodle, and to sketch. You will be asked to turn in your sketchbook for review from time to time. You are also expected to have a portable storage device (iPod, USB drive, etc.) to store your digital files.

**MEETING TIME / LOCATION** T, R, 8:30 – 11:20 am / Centrum Mac Lab

**OFFICE HOURS** T, R, 1:30 – 4:00 pm

**COURSE OBJECTIVES**

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** The course consists of two parts, lab and critiques.

1. Computer Lab (Tuesdays). 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 a lab assignment may be given. You must complete the assignment and hand it in at the end of class.
2. Presentations / Critiques (Thursdays). All students will be in attendance, on time with the required assignment completed.

**GRADING**

1. Preparation points cannot be made up.
2. Late assignments = 5% grade cut.
3. Most assignments may be redone and re-graded.
4. No late assignment will be given the option of re-grading.

**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.

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.

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. INTRO MOVIE	20 points	3. MTV	35 points
	Concept	*1 point	Concept	*1 point
	Storyboard	*1 point	Storyboard	*1 point
	Animation	*1 point	Animation	*1 point
	Prefinal	*1 point	Prefinal	*1 point
	2. TITLE SEQUENCE	25 points	Lab Points	9 points
	Storyboard	*1 point	*Preparation Points	11 points
	Animation	*1 point		
	Prefinal	*1 point	Total	100 points

PROJECT ONE: INTRO MOVIE

Create a 15 – 30 seconds intro movie about yourself or something you familiar with. This could be used as a self-promotion piece for your own purpose later on. Video clip is optional in this project. You will be focusing on animating still images and letterforms, and on how these elements interact with sound.

Your movie should have a size of 320 x 240 pixels, and run at a rate of 29.97 fps (frames per second). The required elements in the movie are an animated title and a soundtrack layer.

PROJECT TWO: 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 TV commercial. Video clip is optional in this project. You will be focusing on animating still images and letterforms, and on how these elements interact with sound.

Your movie should have a size of 320 x 240 pixels, and run at a rate of 29.97 fps (frames per second). The required elements in the movie are an animated title and a soundtrack layer.

PROJECT THREE: MTV

Create a music video based on a song you have selected. Your task is to visualize the song through animation, and to reflect its mood. Video clip is optional in this project. However, using an existing MTV clip is not allowed. The length of the movie depends on how long the song is. Do not pick a song that is too long. You can, however, edit the song to make it shorter. A preferred running time of the movie will be between one and two minutes.

Your movie should have a size of 320 x 240 pixels, and run at a rate of 29.97 fps (frames per second). The required elements in the movie are an animated song title, closing credits and a soundtrack layer.

IMPORTANT

1. Research various sources. Notice how powerful and emotional a message can be when moving images interact with music.
2. Select type appropriate to the content.
3. Visuals may be existing illustration or photographs, your own, or a combination of both.

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.

CLASS SCHEDULE

Tuesday	Thursday
Aug. 29 Introduction	Aug. 31 Intro movie concept / lab
Sep. 5 After Effects lab	Sep. 7 Intro movie storyboard
Sep. 12 After Effects lab	Sep. 14 Intro movie animation
Sep. 19 After Effects lab	Sep. 21 Intro movie prefinal
Sep. 26 After Effects lab	Sep. 28 Intro movie finish
Oct. 3 After Effects lab	Oct. 5 Title sequence storyboard
Oct. 10 After Effects lab	Oct. 12 Title sequence animation
Oct. 17 After Effects lab	Oct. 19 Title sequence prefinal
Oct. 24 After Effects lab	Oct. 26 Title sequence finish
Oct. 31 After Effects lab	Nov. 2 MTV concept
Nov. 7 After Effects lab	Nov. 9 MTV storyboard
Nov. 14 Work day	Nov. 16 MTV animation
Nov. 21 Work day	Nov. 23 Thanksgiving (no class)
Nov. 28 Work day	Nov. 30 MTV prefinal
Dec. 5 Work day	Dec. 7 MTV finish

ACADEMIC INTEGRITY

Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 205C of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER

Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.