FA 3400-1 DIGITAL VISUAL EFFECTS
SPRING 2015

INSTRUCTOR: Simon Blundell
OFFICE: Fine Arts Rm.100B (New Media Wing to the west of the Art Bldg.)
OFFICE HOURS: By appointment
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EMAIL: simon@simonfoto.com

MEETING SCHEDULE: FRIDAY 8:35 AM-12:40 PM M Lib 1008

DESCRIPTION
Digital Visual Effects (4)
The class follows the contemporary artistic movement of using traditional art-making techniques of composition and collage in new digital formats. Grounded in contemporary art theory and a historical overview of the underpinnings of digital art, the course uses Adobe After Effects, Photoshop, and Premiere as a tool set for creating cutting edge time- and motion-based artistic work.

OBJECTIVES
This is a studio art class that explores digital video as a way of creating meaning. The class gives you an opportunity to collect your own digital materials and build experiments using the studio environment of Adobe After Effects CC. Many of you will be familiar with the idea of collage, or placing items or actions in novel circumstances in order to register a new experience. Most of you will be familiar with the practice of digital compositing, through which filmmakers cobble together different bits of footage to create a new ‘reality’. Finally, all of you are aware of your own lives, of the actions, things, people and experiences that you cobble together into a sense of yourself and life. It is in the geography that includes these nodes of beginning that this course will journey this semester, conceptually, experientially and technically. This course will give you the invitation to use new digital practices and skills to discover new meaning. It is a studio workshop experiment. It will develop over time based on your own interests, aesthetics and the interaction and contributions of the class. Over the semester, you will build a portfolio of your experiments, thoughts and references. We will work together as a class to build a community that supports reflection, experimentation, creativity, bravery and the generation of new materials and ideas. Art can be a way to explore the world and create new ways of understanding and being. You are invited to make your journey through the semester about your own life, world and ideas.

Artistic Practice:
Develop a personal artistic practice.
Learn how your own interests and play can become the fertile ground from which your practice can grow.
Discover what it means to use art as a way to understand and investigate the world.

Technical Development:
Develop basic-intermediate techniques in using Adobe After Effects.
Refine relevant Photoshop and Illustrator skills necessary for work in Adobe After Effects.
Delve into the extraordinary capabilities of Adobe After Effects as an artistic context and create time-based digital artwork.
How to set up comps with the proper size and framerate
How to use vector vs. bitmap artwork
How to use masks and transparency
How to parent layers
How to manipulate keyframes and their interpolation
How to render to popular formats
Basic / common effects such as blurs, glows, and light glints

Community:
Become part of a community of learners
Learn how to participate in and create conversations that guide and develop the growth of artwork
DISABILITY ACCOMMODATION
The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All information in this course can be made available in alternative format with prior notification to the Center for Disability Services. (www.hr.utah.edu/oeo/ada/guide/faculty/)

WELLNESS
Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student’s ability to succeed and thrive at the University of Utah. For helpful resources contact the Center for Student Wellness; www.wellness.utah.edu; 801-581-7776.

PARTICIPATION AND ATTENDANCE
This course requires active participation both in and out of class. This means that in-class exploration and work time is an important part of this class, but please note that outside work time (up to 6 hours per week, or more) will be necessary to complete projects and exercises.

All students are required to come to class prepared to work on projects and exercises, and to participate in discussions and critiques. Attendance is crucial. Attending lectures, in class work time, interacting with the instructor and other students, and participating in critiques are essential parts of this class. Participation in these activities will be one way of learning the course content. It is important that this class starts on time. Late arrivals can be disruptive which is not fair to those that arrived on time. Be considerate of your fellow students. Attendance will be taken each day through participation. More than two unexcused absences will lower your grade one letter, four or more absences will lower your grade two letters. More than six absences will fail the course. Two unexcused late arrivals or early departures will be marked as the equivalent of one absence. Unless prior arrangements have been made, five consecutive absences will result in failure. You are fully responsible for following up on missed work and obtaining missed handouts. Attendance to in class critiques of major assignments and the final are mandatory to receive credit for those assignments. Please contact me immediately if a major problem arises. I will do my best to find a working solution. For me to find a working accommodation, contact me before the problem arises. Missing class for a month and then asking for accommodation a week before the class ends will not work. I need to know what is going on to help make it work.

REQUIRED EQUIPMENT/SUPPLIES
Required Text:
After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist
Chris Meyer (Author), Trish Meyer (Author)
Publisher: Focal Press; 3 edition (August 23, 2012)
ISBN-10: 0240817362

IN CLASS TECHNOLOGY
Use of technology during class can be a distraction to your learning. When you use your phone or computer during class demonstrations, lectures, and discussions show a lack of respect. Please be respectful by not using your phone or computer during class. Computers are also to be used only during demonstrations and in class work days. When not in use they should be turned to the side so you are visible from the front of the room.

If you are using your own computer, rather than the computers in the lab, it is your responsibility to maintain your computer and related equipment in order to participate in the online portion of the course. Equipment failures will not be an acceptable excuse for late or absent assignments.

You are responsible for submitting the assignment with the required naming convention, correct file extension, and using the
Software:
We will be developing our projects using Adobe After Effects CC, Adobe Photoshop CC, and Adobe Illustrator CC. These are powerful software and can be very complicated. We will be learning some of the basic tools to create our projects.

Adobe Creative Cloud software is available to all University students for free. Computers labs are located in various locations on campus. You may work at the Marriott Library in the Knowledge Commons or in our classroom when it is open. There is also a computer lab on the first floor of the Art Building. Hours are posted on the door.

Server Space:
All students registered for this course will have semester-long access to server space hosted by the College of Fine Arts. Shortly after the semester begins, you will receive an email giving you instructions on how to set up your personal server space and allowing you to log in and set up your account. It is required that you set up your server space as soon within two weeks of the start of the semester. Do not delete this email in case you need access to information or instructions as the semester progresses. After setting up your account, you will be able to turn assignments in to the instructor’s public drop box. You will also be able to receive returned work in your own public drop box. This will be one of the primary methods of delivery and return on assignments throughout the semester, so it is important that you set your server space up as soon as possible. Server space gives you online space to store your work and access it remotely. It also provides you with a Sites folder where you can build and host your own web-based work, which can be accessed at your own url throughout the semester. YOU MUST SET UP A SERVER ACCOUNT FOR THIS CLASS. THIS IS HOW YOU WILL TURN IN THE MAJORITY OF YOUR WORK. If you need help please refer to the instructions online as well as the help desk.

Connecting to the server.
The file server address is afp://fs.fa.utah.edu

Setting up your account.
To set up your folder go to this link and follow the instructions. https://csis.finearts.utah.edu/students/studentAccess.php
Once your folder is set up you’ll have access to our class. Here are instructions on how to connect using various computers.

These links will help you set up your account:
https://csis.finearts.utah.edu/students/studentAccess.php
http://helpdesk.finearts.utah.edu/file-services-2/

ASSESSMENT
We will be looking at your work in class. We will discuss the work that we have created and give assessments during the critique. It is important for you to actively participate in the critique. To improve your work it will be important to write down what I talk about in class. Additional notes may be provided with rubrics for each assignment. It is important that you also pay attention to what I say about other student’s work. Often students struggle with similar issues, you will learn a lot from everything said. We will also be involved in peer reviews, as well as self assessment of the work. These are an important process of an art practice. It is critical that you actively participate in these assessments. To receive credit for your assignments you must be present for the critiques and final. Exceptions must be arranged with me prior to the critique.

Plagiarism is unaccepteable and will not be tolerated. Plagiarism will result in failure of the assignment and possibly lead to course failure.

Late work will automatically receive a full letter grade drop, and will not be accepted 1 week after the due date. Exceptions must be arranged with me prior to the due date. If you are unhappy with your performance and desire to improve, you may redo assignments to achieve better grades. Redone assignments are due 2 weeks after the due date of the assignment. The final project can not be redone. You must be present during the final critique to receive credit for the final project.
Specific learning goals and assessments will be given with each exercise and assignment.

Final Grade will be based on the following:
• Final project
• Assignments
• Exercises
• Paper/presentations
• Participation/attendance

A = Excellent. The most dedicated students who have produced work that addresses technical, conceptual, and formal issues.
B = Good. Work reflects technical competency with improved sense of formal and conceptual skills.
C = Fair. Problems with attendance, effort, and quality.
D = Poor. Inconsistent attendance and effort. Missing many of the class's objectives.
**FA 3400  SPRING 2015 SCHEDULE 1.0**

Class schedule subject to change. All changes will be announced in class.

**INSTRUCTOR:** Simon Blundell  |  **PHONE:** 801.859.2822  |  **EMAIL:** simon@simonfoto.com

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