FA 3400-001 - DIGITAL VISUAL EFFECTS

SPRING 2016

INSTRUCTOR: Simon Blundell
OFFICE: Fine Arts Rm. 100B (New Media Wing to the west of the Art Bldg.)
OFFICE HOURS: By appointment
PHONE: 801.859.2822
EMAIL: simon@simonfoto.com
MEETING SCHEDULE: FRIDAY 8:35AM-12:40PM  M LI 1008

DESCRIPTION (4) CREDITS

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, Premiere, Photoshop, and Illustrator as a tool set for creating cutting edge time- and motion-based artistic work.

PREREQUISITE:
FA 2000 or instructor permission.

OBJECTIVES

• Demonstrate an understanding of motion graphic design principles in applied practice
• Identify methods and processes for conceptualizing in time-based media (diagramming, storyboarding, key framing)
• Exhibit applied knowledge of synthesis of form and content
• Create an After Effects composition on a time line utilizing key frames and their interpolation.
• Apply transform properties: Anchor Point, Position, Scale, Rotation, and Opacity, and work with multiple layers of content.
• Utilize three kinds of interpolation: linear, Bezier, and hold to define the relationships between key frames.
• Develop the skills to make original animations with text and objects.
• Create transparency using blending modes, and masks.
• Refine relevant Photoshop and Illustrator skills necessary for work in Adobe After Effects.
• Develop a personal artistic practice.
• Discover what it means to use art as a way to understand and investigate the world.
• 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 assignments and exercises.

All students are required to come to class prepared to work on projects and exercises, and to participate in class activities. At-
tending demos, discussions, lectures, in class studio 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. Two unexcused absences will lower your grade one letter, four absences will lower your grade two letters, six absences will lower your grade three 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, four 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

- Adobe Creative Suite

We will be developing our projects using Adobe After Effects CC, Adobe Premiere CC, Adobe Photoshop CC, and Adobe Illustrator CC. These are powerful software and can be very complicated. We will be extending your knowledge of these programs to create and manipulate our projects. The Adobe Creative Cloud is available free to all students through the University.

- Digital Camera/Video camera. A camera phone should be enough.
- Notebook/sketchbook/journal

COURSE FEES EXPLANATION

Fees for this course will be used to pay for materials and services essential to the student’s successful completion of the course. This may include: additional materials and supplies; fees paid to service providers; honoraria for invited lecturers; costs associated with any field trips or other events required by the instructor.

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, unless it is part of the instruction. 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 on line 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 type and version required for the assignment.

COMPUTER LABS: 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 on line 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 on line 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/

GRADES AND ASSESSMENT
We will be reviewing work in class. We will discuss the work that we have created and give assessments during multiple critiques. It is important for you to actively participate in the critiques. To improve your work it will be important to write down what is talked 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 assignment you must be present for the critique. Exceptions must be arranged with me prior to the critique. You are required to attend all assignment critiques and the final to receive credit for those projects.

All projects must be created during the semester. Work created before the semester or for other classes/projects will not receive credit. All work must be your own. Plagiarism is unacceptable and will not be tolerated. Plagiarism will result in failure of the assignment and possibly lead to course failure.

New work will be created for each Assignment and the Final Project. You may use any of the images you create during the semester for the Exercises.

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:
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. Average competency with basic sense of formal and conceptual skills. Problems with attendance, performance, and quality.
D = Poor. Missing many of the class’s objectives. Inconsistent attendance and performance.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-94</td>
</tr>
<tr>
<td>A-</td>
<td>93-90</td>
</tr>
<tr>
<td>B+</td>
<td>89-87</td>
</tr>
<tr>
<td>B</td>
<td>86-83</td>
</tr>
<tr>
<td>B-</td>
<td>82-80</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
</tr>
<tr>
<td>C-</td>
<td>72-70</td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
</tr>
<tr>
<td>D</td>
<td>66-63</td>
</tr>
<tr>
<td>D-</td>
<td>62-60</td>
</tr>
</tbody>
</table>
FA 3700 SPRING 2016 SCHEDULE

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

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

<table>
<thead>
<tr>
<th>WK</th>
<th>FRIDAY</th>
<th>ACTIVITY</th>
<th>APPRENTICE LESSONS</th>
<th>VISUAL STORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15-Jan</td>
<td>intro, syllabus/goals, process/AE basics</td>
<td>01-BASIC ANIMATION</td>
<td>1-Visual Components 2-Contrast Affinity</td>
</tr>
<tr>
<td>2</td>
<td>22-Jan</td>
<td>reading discussion/storyboard review animation, composition, render</td>
<td>02-Adv Animation</td>
<td>3-Space</td>
</tr>
<tr>
<td>3</td>
<td>29-Jan</td>
<td>rough edit review / space / interpolation</td>
<td>03-Layers</td>
<td>4-Line and Shape</td>
</tr>
<tr>
<td>4</td>
<td>5-Feb</td>
<td>refined edit review / layers / reading discussion</td>
<td>04-Transparency</td>
<td>5-Tone</td>
</tr>
<tr>
<td>5</td>
<td>12-Feb</td>
<td>CRITIQUE/project intro / typography / reading discussion</td>
<td>05-Type and Music</td>
<td>6-Color</td>
</tr>
<tr>
<td>6</td>
<td>19-Feb</td>
<td>storyboard review / parent / nest / reading discussion</td>
<td>06-Parent and Nest</td>
<td>7-Movement</td>
</tr>
<tr>
<td>7</td>
<td>26-Feb</td>
<td>rough edit review / repair / retiming / reading discussion</td>
<td>07-Expressions and Time</td>
<td>8-Rhythm</td>
</tr>
<tr>
<td>8</td>
<td>4-Mar</td>
<td>refined edit review / 3d / cameras / reading discussion</td>
<td>08-3D Space</td>
<td>9-Story and Visual Space</td>
</tr>
<tr>
<td>9</td>
<td>11-Mar</td>
<td>studio time</td>
<td>09-Track and Key</td>
<td>10-Practice not Theory</td>
</tr>
<tr>
<td>10</td>
<td>18-Mar</td>
<td>spring break</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>25-Mar</td>
<td>CRITIQUE/project intro / tracking / reading discussion</td>
<td>10-Paint, Roto, Puppet</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>1-Apr</td>
<td>storyboard review / puppet / rotoscope</td>
<td>11-Shape Layers</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>8-Apr</td>
<td>rough edit review / paint</td>
<td>12-Final Project</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>15-Apr</td>
<td>refined edit review / track / key</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>22-Apr</td>
<td>CRITIQUE / reflection</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>