ART 463 Digital Media: Motion Graphics
Fall 2018

Class: TR 2:00pm – 4:40pm, digital media room
Instructor: Peyton Paulette (peyton.paulette@gmail.com, 936.414.2458)
Office Hours: MW 11am – 4pm, F 8am – 12pm, Room 208, Film Bldg.

Course Description: 3 semester hours, 6 hours studio, 3 hours assigned independent study per
week. ART 463 is an advanced, repeatable course that explores motion graphics for video with
particular attention to formal aesthetic and conceptual design. Generally accepted “best practices” and
standards based approaches for development and deployment will be presented along with fine art
applications. The course establishes and reinforces skills in visual storytelling and aesthetic criticism.

Intended Learning Outcomes/Goals/Objectives:
• Develop a vocabulary and visual language for motion.
• Design and completion of professional broadcast quality motion-based projects.
• Develop self-direction in developing, creating and deploying original content through digital video files.
• Comprehension of varying file formats and compression standards.
• Exhibit proficiency in the application of technical and problem solving skills appropriate to designated
concentration, as well as developing individual creativity.
• Develop proficiency in studio foundation courses, which will prepare students for advanced coursework
in their chosen field.
• Develop the ability to analyze and categorize their own work in the context of contemporary technology
dependent art.
• Develop the ability to critique other artists’ work as well as the ability to defend your own work in a clear
and professional manner

Software: Adobe After Effects will be the primary motion graphics application, but content
development may require the use of Photoshop, Illustrator, and PremierePro in conjunction with digital
photography, videography, and illustration. SFASU has been kind enough to outfit our digital media lab
will all the required software and hardware needed (hooray!)

Required Materials: External hard drive (USB 3.0, 7200 RPM recommended)

Optional Materials: Laptop computer, Adobe Creative Cloud, After Effects plug-ins, 3D software.

Recommended Texts—book, websites, articles, etc.):
Motion Graphic Design: Applied History and Aesthetics, 2nd Edition

Websites:
WWW.VIDEOCOPILOT.NET
www.creativecow.net
www.lynda.com
www.psdtuts.com
www.planetphotoshop.com
www.gomediazine.com
www.adobe.com/designcenter/video_workshop/

Evaluation and Assessments:
ART 463 is a project-centered course, and as such, there will be no quizzes or exams. In order to be
successful in this course, students will exhibit mastery through research, planning and execution of
individual and/or group projects. Project grades will be calculated based on an assessment of student
progress, the quality of their ideas, execution and craft, and ability to present their projects. Participation
in class critiques is mandatory.
Grading:
Motion Graphic Project #1 10%
Motion Graphic Project #2 20%
Motion Graphic Project #3 20%
Motion Graphic Project #4 20%
Motion Graphic Project #5 20%
Attendance/Participation 10%

Grading Scale
A = 90 – 100
B = 80 – 89.9
C = 70 – 79.9
D = 60 – 69.9
F = 59.9 and below

Late work is yesterday’s news. Projects must be turned in as scheduled. Late work will receive a reduction of one letter grade for each day late. If you cannot attend class on a day that an assignment is due, you must make arrangements to get the work to the instructor no later than the next day.

Attendance/Participation:
Attendance at all class sessions is expected. If the student is absent for three (3) class periods, their overall class grade will be lowered one letter grade. The student will be given a failing grade for the class after the fourth (4) absence. Look at it this way: there is no way to make up any lecture or lab that you miss. Notes from friends or textbook reading is no substitute for actually being present in class when a concept or process is explained. You are expected to participate in class and during critiques of projects, presenting your own viewpoint. During all phases of the course I encourage questions and comments. Make yourself heard, especially if you don’t agree with what I said. Nothing is more stimulating than a debate – it makes for a livelier, more productive class.

Note: Data Loss: Students are responsible for the frequent and methodical back-up of their work over the course of the semester. Data loss – from a lost, fried and/or stolen hard drive, or satanic software – CANNOT be used as an excuse for late or missing work. Students are responsible for the re-creation of any required files that go lost or missing. I can’t stress it enough – back up your work regularly!

Tentative Course Outline/Calendar:
Schedule and content is subject to change.

Weeks 1 - 3  Course Introduction, After Effects Interface, Basic Training

Weeks 4 - 6  Photoshop, Premiere Pro Integration, Intermediate effects

Weeks 7 - 9  Shooting footage, integrating effects

Weeks 10 - 12  Keying and Compositing, Particle Systems

Weeks 13 - 15  Greenscreen

Finals Week  FINAL PROJECT DUE
S.F.A. Class Attendance and Excused Absence Policies

Class Attendance: Regular and punctual attendance is expected for all classes, laboratories, and other activities for which a student is registered. Attendance policies shall be stated in the syllabus. For those classes where attendance is a factor in the course grade, an accurate record of attendance shall be maintained. Regardless of attendance, the student is responsible for course content and assignments.

Excused Absences: Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Students are responsible for providing satisfactory documentation in a timely manner to the instructor for each absence. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with acceptable excuses may be permitted to make up work for a maximum of three weeks’ worth of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make up work must be completed as soon as possible after returning from an absence in accordance with the course syllabus. In the case of absences caused by participation in university-sponsored events, announcement via my SFA will constitute official notification. Faculty members sponsoring activities that require their students to be absent from other classes must submit to the provost and vice president for academic affairs an explanation of the absence, including the date, time, and an alphabetical listing of all attending students. If approved by the provost and vice president for academic affairs, this information will be posted on my SFA.

S.F.A. Academic Integrity Policy

Definition of Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to: 1. Using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class: 2. Falsification or invention of any information, including citations, on an assignment; and/or: 3. Helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism include, but are not limited to: 1. Submitting an assignment as if it were one’s own work; and, in fact, if it is at least partly the work of another: 2. Submitting a work that has been purchased or otherwise obtained from the Internet or another source, and: 3. Incorporating the words or ideas of an author into one’s paper or presentation without giving the author due credit.

Procedure for Addressing Student Academic Dishonesty: A faculty member who has evidence and/or suspects that academic dishonesty has occurred shall gather all pertinent information, approach the student(s) involved, and initiate the following procedure: 1. The faculty member shall review all evidence of cheating or plagiarism and discuss it directly with the student(s) involved. The faculty member shall inform the student(s) of the procedure for addressing academic dishonesty, as well as the appeals process: 2. After hearing the student(s’) explanation or defense, the faculty member will determine whether or not academic dishonesty has occurred and will inform the student(s) what action will be taken. Penalties may include reprimand, no credit for the assignment or exam, resubmission of the work, make-up exam, or failure of the course. The faculty member may consult with the academic unit chair/director and dean in making these decisions; 3. After a determination of academic dishonesty, the faculty member shall notify the office of the dean of the student’s major by submitting a Report of Academic Dishonesty, along with supporting documentation as noted on the form. This report shall be made part of the student’s record and shall remain on file with the dean’s office for at least four years: 4. Upon second or subsequent offenses, the dean of the student’s major will determine a course of action, which may include dismissal from the university. The dean may refer the case to the college council for review and recommendations before making this determination. A student’s record of academic dishonesty will not be available to faculty members. The purpose of the record is for the dean to track a pattern of academic dishonesty during a student’s academic career at Stephen F. Austin State University. Students who are found to have demonstrated academic dishonesty and have withdrawn prior to the award of a grade will continue to have the determination of the infraction within their student records.

Student Appeals: A student who wishes to appeal decisions related to academic integrity should follow procedures outlined in Academic Appeals of Students (A-2). To see the complete policy, go to:
http://www.sfasu.edu/policies/academic_integrity.asp

S.F.A. Withheld Grades Semester Grades Policy

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

S.F.A. Policy for Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 1 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to: http://www.sfasu.edu/disabilityservices

Fall 2018 Desired Learning Outcomes:

1. Develop a vocabulary and visual language for motion.
2. Design and completion of professional broadcast quality motion-based projects techniques.
3. Develop self-direction in developing, creating and deploying original content through digital video files.
4. Comprehension of varying file formats and compression standards.

Student Learning Outcomes:

1. Exhibit proficiency in the application of technical and problem solving skills appropriate to designated concentration, as well as developing individual creativity.
2. Develop proficiency in studio foundation courses, which will prepare students for advanced coursework in their chosen field.
3. Develop the ability to analyze and categorize their own work in the context of contemporary technology dependent art.
4. Develop the ability to critique other artists’ work as well as the ability to defend your own work in a clear and professional manner.