Art 463.001 Motion Graphics
Spring 2020

Instructor: Javier Vega
Time: TR 11:00am – 1:40pm
Room: Art 131
Email: vegajf@sfasu.edu
Office: 101H; AARC – 1st Floor Ralph W. Steen Library
Office Hours: By appointment only

Course Description

This class is an exploration of processes and techniques in motion graphics for video. This will involve working with sound, video, and animation.

Over the course of the semester students will be given sufficient time and instruction to complete four project assignments. This course will focus on the exploration of a variety of techniques involved in a time-based media workflow. Topics covered will include formal aesthetic and conceptual design in video, deeper exploration of various programs in the Adobe Creative Suite including, but not limited to, After Effects, Premiere Pro, Photoshop, and Illustrator, the use of photography, videography, and illustration and the application of these concepts in fine art.

Program Learning Outcomes (PLO’s):

Program – STUDIO ART BFA PLOs

1. Undergraduate students will demonstrate proficiency in studio foundation skills as they relate to the elements and principles of design.

2. Undergraduate students will exhibit a high level of proficiency in the use of materials, techniques and media.

3. Undergraduate students will demonstrate understanding of contemporary art issues through exploration of synthesis of content, problem solving and creativity.

4. Undergraduate students will define and state knowledge of Art Historical precedents.
Program – STUDIO ART BA PLOs

5. Undergraduate students will demonstrate proficiency in studio foundation skills as they relate to the elements and principles of design.

6. Undergraduate students will exhibit proficiency in the use of materials, techniques and media.

7. Undergraduate students will demonstrate understanding of contemporary art issues through exploration of synthesis of content, problem solving and creativity.

8. Undergraduate students will define and state knowledge of Art Historical precedents.

Student Learning Outcomes (SLO’s):

- Students will demonstrate a proficiency in fundamental technical skills related to a time-based digital art-making workflow
- Students will develop a vocabulary and visual language for motion graphics
- Students will develop and complete professional broadcast quality motion-based works
- Students will be able to articulate their ideas, concepts, and technique through peer review and critique
- Students will demonstrate the ability to develop a body of work using a diverse set of skills related to digital media
Grading:

Grades are assigned on a scale of 0-4, with 0 being low and 4 being high. The grading rubric (see below) is what will be used to compare each project to. Throughout the semester there will be a number of critiques. Students are expected to participate during critique; participation will be noted and factored towards grades. Projects are due at the beginning of class on critique day. An absence on critique day will result in a zero for that project. A tardy on critique day will result a grade penalty. I reserve the right to administer occasional reading material, quizzes and/or exams as I see fit. These grades will be included along-side project grades. At the end of the semester the final grade will be determined by project grades, classroom/critique participation, attendance, and any exam/quiz/reading grades administered throughout the semester.

Grade Rubric:

Grades are assigned on a scale of 0-4 (Below):

4.0 – A
3.0 – B
2.0 – C
1.0 – D
0.0 – F

A/4.0 – The work displays the best level of completion of assignment. Work is excellently completed with a high level of creativity and technical skill. All requirements of assignment have been met ambitiously and student demonstrates a perfect level of understanding of assignment.

B/3.0 – Work displays a high level of completion. Creativity and technical skill are great and display an above average execution but could be pushed further. Student has addressed content to a good degree but could delve further.

C/2.0 – Work displays average level of completion. Not all assignment requirements met. Work contains several technical errors. Work displays a minimal understanding of assignment. Work is akin to an imitation of the class demonstration and lacks sufficient level creativity.
D/1.0 – Work displays below average level of completion of assignment. Work contains obvious technical errors that display student’s lack of understanding of assignment and content. Work deserves some credit due to level of effort placed by student but lack of creativity does not merit more credit.

F/0.0 – Work displays level of completion that is unacceptable. The student made relatively no effort and the assignment was obviously neglected. Technical problems are extensive and assignment requirements are not met.

Materials List

External Hard drive
- 500 GB storage minimum storage
- 7200 RPM or faster drive speed
- USB3.0 or Thunderbolt connection

Each student will be required to provide his or her own external hard drive for the class. These specs are required. The drives should be ordered online, as our local outlets do not carry 7200rpm drives. The expected cost for the drives is $100-$200. Sites to check: amazon.com, newegg.com.

Check the Digital Media Blog for suggestions:


Please check our Digital Media Blog for a calendar of lab hours, equipment manuals, links to art and technical information:

http://sfadigitalmedia.blogspot.com
Recommended Texts — books, 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/

**Attendance Policy**

Class attendance is mandatory and will be factored in grading. 4 unexcused absences will result in the penalty of a drop in one letter grade. Any subsequent unexcused absences will result in failure of the course. Students are expected to be punctual to class. Attendance is taken within the first 10 minutes of class and any students not present are counted as tardy. Any student not present 30 minutes after class begins will be counted absent. 3 late arrivals/early departures will count as 1 unexcused absence.

The instructor reserves the right to determine excused/unexcused absences. Contact me prior an absence and in the case of any unexpected absence. A good stream of communication with me allows for me to best work with you in the case of any unusual circumstance. I reserve the right to decide whether or not to repeat any demonstrations or lectures for those students who have missed class. I reserve the right to decide to accept late work for any credit. Absences during a critique day will result in a failing grade for that project. Projects are due at the beginning of class on critique day.

**Academic Integrity (A-9.1)**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.
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) the falsification or invention of any information, including citations, on an assigned exercise; 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 are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy (A-54)

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.

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 / 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/
Course Calendar:

1/16  R:  Introduction, syllabus review
1/21  T:  Project 1 intro
2/18  T:  Project 1 due. Critique.
2/20  R:  Intro to Project 2
3/7 - 3/15 Spring Break
3/17  T:  Project 2 Due. Critique.
3/19  R:  Intro to Project 3
4/9 - 4/12 Easter Break
4/23  R:  Intro to Project 4
5/5   T:  10:45am – 1:15pm Project 4 due. Final Critique

I reserve the right to adjust, change, remove, or add assignments on the calendar throughout the semester as I see fit.