Marie Hannigová
Assistant Professor

mhannigova@pacific.edu
phone 209.946.7323
office Art Center 120

class web site
www1.pacific.edu/
~mhannigo/arts096/

office hours
T/TH 4:00–6:00pm
by appointment only

The course syllabus is an essential document that serves as a contract between the student, the instructor, and the institution. Please retain a clean copy of this syllabus in your records.

If at anytime during the semester you want feedback on your project, performance, or wish to discuss any issues related to school or the field, please feel free to contact me to arrange for a meeting time.

Class Description

As one of the courses in the graphic design major sequence, Computer Graphic Design II: Time-Based Media will introduce the student to the use of the computer as a creative tool in the creation of motion graphics and digital video. It is also one in the sequence of major courses leading to the Web design degree area of emphasis.

Projects will develop a basic understanding of type, illustration, sequential imagery, live video, and other graphic elements as they are influenced by time-based applications in narrative and non-narrative applications. Students will have the opportunity to work individually as well as part of a team. The primary software programs we will be utilizing are Flash & Final Cut Express.

This is a very exploratory and experimental type of course. Within this experimental framework we will focus on the general ideas of sequential storytelling, timing, editing, emphasis, thematic development, and interactivity. This will be a challenging class, which requires thinking, reading, talking, art, design, work and fun—involvement— please be prepared!

Prerequisites

Arts 075 Graphic Design I

Required Reading

- *Final Cut Express 4 for Mac OS X (Visual QuickStart Guide)* by Lisa Brenneis, PeachPit Press. ISBN-10: 0321544323
- *Flash CS3 Professional for Windows and Macintosh (Visual QuickStart Guide)* by Katherine Ulrich. Peachpit Press. ISBN-10: 0321502914

We will spend a major part of the semester on learning Flash which is a very complex program. I highly recommend you purchase this book and any other book n Flash CS 3 that you find helpful.

Programs used in this class

Adobe Flash, Photoshop CS3, Final Cut Express 4

Course Goals and Objectives

- To explore and demonstrate closely the relationship between form and content for the purpose of story telling or advancing a narrative.
- To explore and demonstrate the effects of altered sequence and hierarchy on images and resulting content.
- To explore and demonstrate the effects of applying audio and motion effects to an ordered sequence of images.

- The objectives will be achieved by:
- Completing projects of increasing complexity
- In class and homework exercises
- Analysis and critique one's own work and then apply the skill to the work of others
- Readings, lectures and discussion of readings
- Reports, written exams and quizzes

Copies of student work may be retained to assess how the learning objectives of the course are being met.

Assessment Tasks/Activities (projects and percentages are subject to change)
Case study (presentation on students' favorite movie title or time based project) with emphasis on critical analysis (5%)
Linear Documentary on a social theme (group) (25%)
Animated intro movie to a social theme (20%)
Social Commentary Narrative Collage (30%)
In class and homework exercises (20%)

Grading of Student Achievement
Below is university policy followed when administering letter grades on projects, papers, and other tasks that do not utilize a point or percentage system.

A: Exceptional, means objectives of the assignment are fully understood as applied to the particular assignment and an intriguing balance exists between clear communication of the message and creativity. The assignment is executed with impeccable craftsmanship, accuracy, and neatness and exists as part of the complete design development of thumbnail, rough, and finished comp; a quality piece of work.

 B: High, objectives are met and design principles are primarily well understood. May be lacking in overall quality, craftsmanship, clarity, or design development; good overall effort.

C : Average, the minimum requirements of the assignment have been met but not exceeded. Extra effort and insight into development of the basic assignment are necessary to produce higher quality work.

D: Below average, there exist problems in completely understanding the concept or objectives of an assignment. Incompleteness in several areas of craftsmanship, design, creativity, clarity, or development is also apparent; see instructor.

F: Unacceptable, please do assignment over see instructor immediately for further clarification

Evaluation

Final grades are the result of three areas of evaluation:
Professionalism, Process and Realization.

Project grades are the result of three areas of evaluation: Professionalism, Process and Realization. At any time during the semester, you may meet with the instructor for evaluations of current grades or dissatisfactions with a grade that you received on any project and how it may be improved upon.

Professionalism: Your grade in the area of professionalism will focus on issues of attendance, preparation, deadlines, critique participation, personal attitude and articulation - the ability to speak and write clearly about ideas/concepts presented in class.

Process: Faculty rely on classroom observation in evaluating a student's process in developing a project. It will focus generally on how thoroughly the student pushes visual exploration and concept research through such processes as sketching/thumbnails and creative/thoughtful writing. Students who attend class, make visible their process investigations and are prepared for the scheduled activities/discussions, reveal valuable information about their performance. In the absence of such information, faculty must resort to an unsatisfactory rating in evaluating the student's process. When handing in an assignment, you may be required to include photocopies of relevant pages from the journal and other process materials in addition to the actual assignment.

Realization: The final evaluation of work (realization) involves more than totaling the grades on individual projects and/or determining that all assignments have been completed. Faculty assess student's abilities in realizing concepts and controlling the visual elements of communication throughout the semester. This includes such issues as craftsmanship and the improvement and progressive mastery of increasingly complex material are evaluated.

All projects and exercises are due on the day and time given, always at the beginning of class unless otherwise noted. A late accommodation is given only with the understanding that emergencies and unforeseen circumstances occasionally arise. *A late project must be turned in by the following class and will be marked down one letter grade accordingly. A later submission will not be accepted. Missing a scheduled critique or presentation will result in an "F" for that project.*

Student Requirements & Responsibilities

- A minimum of six studio hours in class and three hours outside of class per week.
- A **$25 Lab fee** to cover maintenance and upkeep of computer facilities. There will be no refund of this fee if the course is dropped after the drop deadline.
  All programs in the computer labs are licensed for the machines in the labs only. Students are prohibited from copying programs from the computers in the lab for their personal use. It is not only a violation of University policy; it is a violation of the law.
- Three-ring binder notebook for lectures, sketches, and for assignment sheets and critiques. This notebook should be brought class and utilized for recording lectures and demonstrations, as well as drawings and sketches.
- Active participation in all phases of the course, attendance, lecture / demonstrations / critiques
- Materials described in the attached materials list.
- Please turn off all cell phones and pagers during class meetings and lab hours.

Expectations & Work Load

The basic structure of this course will revolve around assigned studio problems. There will be time given to lecture and class discussion, practical tutorials, exercises, assignments. A significant amount of time will be also spent in critique of student work.

It is very important that all students engage themselves in a discourse of the work at hand. In turn I will give each of you conscientious feedback on as much of your work as is possible. All students should be prepared to spend a significant amount of time outside of class time for research, process and final production of assigned projects.

Students are expected to think creatively and critically as well as participate thoughtfully in class. As a good portion of this class is based in critique of student work, it is expected that all students will participate in this dialogue so that we may all benefit from the feedback. All comments are expected to be constructive and honest. It is the group dynamic that will inform and educate our individual projects. Be open to the critique process as your lack of participation will impact your final grade.

Class Preparation

Students are to arrive to class on time and be prepared for work with the requested supplies/materials/assignments. Class preparation is essential to receiving feedback on one's work. Lack of preparation on a continual basis will affect your final grade. If you happen to miss a class or lecture, please make arrangements with a fellow student who can either take notes for you and/or get the required handouts, etc. While I will be happy to clarify information for students who are confused, I cannot repeat lectures or elaborate project descriptions on an individual basis.

Attendance Policy

No more than three absences are allowed per semester. Students are required to make prior arrangements with the instructor whenever possible. Students are expected to be on time and to participate for the duration of the class. The student's grade will be negatively affected and lowered one full grade point for each absence exceeding the three allowed. So, for example, if you were to earn a B+ and had four absences, your final grade will be C+.

Tardiness is defined as being fifteen minutes late for class or departing before class has been formally dismissed by the teacher. *Three tardies will be counted as one absence.* Tardiness that exceeds one hour will be counted as an absence. Each student is responsible for his/her own recorded attendance. If you are late it is your responsibility after that class period to make sure the teacher has you added to the roll.

Students should be informed that the allotted absences are to accommodate routine illness, weddings, transportation troubles, etc. Doctor appointments, advisor conferences, trips to supply stores and labs, employment, etc. should not be scheduled to conflict with class.

Open Studio Hours Policy

Studio hours are:

M, T, W, TH 6:00 to 9:00 p.m. (except those studios holding evening classes)

F 8:00 to 6:00 p.m.

Sat and Sun 1:00 to 6:00 p.m.

Plan your schedule so that you will be able to complete your assignments during these hours.

If you have exhausted these times and need additional time to finish projects or have extenuating circumstances that keep you from finishing during these scheduled hours you must receive written permission to stay in the studio beyond the normal hours. You must obtain this permission by 5:00 p.m. on the day in question. This written permission will allow you to work until midnight only. No students will be allowed in the building after 12:00 midnight.

Cell Phones:

Please turn off all cell phones during class meetings and lab hours.

Final Exam/Project Critique will be held on Thursday, December 10 at 6pm. Your attendance is mandatory for this final critique.

Honor Code

The University Honor Code is an essential element in academic integrity. It is a violation of the Honor Code to give or receive information from another student during an examination; to use unauthorized sources during an examination; or to submit all or part of someone else¹s work or ideas as one¹s own. If a student violates the Honor Code, the faculty member may refer the matter to the Office of Student Life. If found guilty, the student may be penalized with failure of the assignment or failure of the course. The student may also be reprimanded or suspended from the University. A complete statement of the Honor Code may be found in the Student Handbook, Tiger Lore.

Academic Dishonesty

A student who is found violating the academic honesty policy (i.e.: cheating or knowingly plagiarizing) in a course will be prevented from dropping the course even if the deadline to drop has not expired. In such cases, the student may be given an F in the course if deemed appropriate by the instructor, in accordance with current policies.

Working from photographs or other imagery is allowed and is sometimes necessary, however an attempt must be made to adapt and alter the image so as not to merely duplicate someone else's artwork in another medium or form.

Office of Services for Students with Disabilities

If you are a student with a disability, who requires accommodations, please contact Mr. Daniel Nuss, Coordinator of the Office of Services for Students with Disabilities in Bannister Hall, room 101, for information on how to obtain an Accommodation Request Letter. Contact: SSD@pacific.edu or (209) 946-2879. Then please schedule a meeting with me during office hours or some mutually convenient time to arrange the accommodation(s).

Purchase following required supplies as needed:

three-ring binder notebook
flash media jump drive
Blank CD(s)
Mini DV tape
Portable external hard drive
basic studio supplies

Web Sites

There are many resources on the web and I recommend you browse at the beginning of the semester to look for book and publication resources. Use a search engine such as *Dogpile, Overture, or Google* and a keywords such as "motion + design", "documentary" to initiate a search. Share your findings with your peers.

Copyright laws

http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/

Documentary film

topdocumentaryfilms.com/

Filming tutorial

www.indie-film-making.com/
www.mediacollege.com/video/
www.mediacollege.com/downloads/ (free downloads)
www.videoforums.co.uk/reviews/features/shoot-to-edit-a-guide-to-using-your-camcorder-a184.html
How to shoot with editing, theme, and audience in mind; features the video production process from start to finish: www.videomaker.com/article/1691/.

Video shot techniques

• Shoot to edit techniques that will help make a professional-looking final product: www.videoforums.co.uk/reviews/features/shoot-to-edit-a-guide-to-using-your-camcorder-a184.html.

• An article detailing common video shots: www.videomaker.com/article/7575/.

Editing

• Creating cuts-only edits in a camcorder: www.videomaker.com/article/7252/.

• How to shoot with editing, theme, and audience in mind; features the video production process from start to finish: www.videomaker.com/article/1691/.

Storyboarding

• Video basics, including a description of storyboarding and its importance: www.medialit.org/reading_room/article3.html.

• A storyboarding "recipe": www.storycenter.org/memvoice/pages/tutorial_3.html.

• A theoretical approach to storyboards: www.ibiblio.org/ism/articles/huffcorzine.html.

Video clips

• A digital video-on-demand and online teaching service from Discovery education that offers downloadable videos during a free 30-day trials: www.unitedstreaming.com.

• List of all free video downloads available from iTunes: www.itsfreedownloads.com.

• Free online video streaming service: www.youtube.com.

• Free streaming and downloadable video segments from the PBS series Religion & Ethics Newsweekly: www.thirteen.org/edonline/accessislam/video.html.

• Free streaming and downloadable video segments from the PBS series Wide Angle: www.thirteen.org/edonline/wideangle/video_bank.html.

• Photos, music, text, and video that can be legally shared and reused for free: http://search.creativecommons.org.

Final Cut Express

www.apple.com/finalcutexpress/tutorials/

Flash Help Sources:

www.macromedia.com (both the knowledgebase and forum sections)

www.were-here.com (excellent forums-search for help terms first)

www.flashkit.com (excellent forums as well as tutorials, sounds, sample flash files)

Flash Designers/Developers

www.secondstory.com

www.2ndnaturestudio.com

www.terraincognita.com

www.firstbornmultimedia.com

www.spearedpeanut.com

www.peelinteractive.com

Flash Collections

www.designinteract.com

www.macromedia.com (site of the day and archives)

www.were-here.com (look in the coolsite section of the forums)

www.flashkit.com (look in the coolsite section of the forums)

www.bornmag.com (experimental venue marrying literary arts and interactive media)

Interesting Projects

www.cla.purdue.edu/courses/ad/studio/motionary

www.bemboszoo.com

www-2.cs.cmu.edu/~johnny/kt/video/sky2.mov

Student Commitment

Having read the course syllabus you have been made aware of the importance of responsible attendance, class preparation, etc. Please fill out the requested information and sign below acknowledging that you fully understand what you have read.

I _____ have read the syllabus for the course Computer Graphic Design II, Arts 095 and understand the requirements as stated therein.

Signature   _____

Date   _____

Student Name _____

Student Expectations

What is your major?

Given what you know about the course so far, what do you expect to achieve from this course?

What do you see as your strengths relative to the field of web/internet/design/art?

Do you have any existing design/art/programming experience (are you currently working in field or have you attended other schools)?

What computer programs/computer languages do you currently know?

Where do you see yourself in five years from now?