Instructor: Jim Krause  jarkraus@indiana.edu
http://www.indiana.edu/~jkmedia
Studio: (812) 332-1005
IU office: (812) 856-2172
Office Hours (RTV Bldg. 350): Monday 8-10 AM & by appointment.

Text: Creating Motion Graphics with After Effects, Fifth Edition
by Trish & Chris Meyer (order via Amazon NOT the IU Bookstore)

Materials: Portable USB hard drive (min 500 GB recommended)
Course Exercises (distributed via class website)

Description: This course provides the technical skills and creative principles required to produce television graphics and animation. Practical experience using Adobe Photoshop and After Effects, and incorporating these into the preparation of TV/film content is provided through a series of hands-on activities and projects.

Attendance: Attendance and promptness at the start of class is required. You must be present to learn techniques, participate in lab activities, and carry out the graded in-class exercises. Points will be deducted for frequently missing labs or being late. If you are sick, call or e-mail your instructor before class and bring a note within 48 hours. You will still be expected to make up missed work.

There is an Indiana University Religious Holy Days/Holidays policy stating that instructors must reasonably accommodate students who want to observe their religious holidays at times when academic requirements conflict with those observances. It is the student's responsibility to inform instructors of conflicts no later than the second week of the semester so that reasonable accommodations may be provided.

No texting, tweeting, facebook, during class: To reduce distractions and keep attention focused, please do not spend class time on facebook or checking for messages, updates, or tweets, etc. Those found doing so will receive a point deduction for the day’s work.

Original Graphics: Your work should be original and of your own design. Unless instructed otherwise, your graphics must be created from your own material and imagination. It is expected that you create new, original graphics for each assignment.

Computers, Procrastination & Murphy’s Law: Don’t wait until the last minute to carry out your work. If you do unexpected, unfortunate events will likely occur- like your computer crashing, your sweetheart leaving you for your best friend, or your facebook/twitter accounts getting hacked by your pet gerbil. Essentially your world will crumble and you’ll end up making Slurpies at the corner Quickie Mart. Seriously, it takes more time and causes more stress when you delay so start in on your work early so you can put thought into it. It’s usually apparent when work is hastily thrown together.

P.S. ALWAYS make backup copies of all of your media and anything you do.
P354/576 Course Requirements & Grading: There are graded, in-class assignments during every lab. Homework will be assigned on Thursday, which will be due at the start of lab on Tuesday the following week. Some assignments require an accompanying critique form which can be downloaded from the class website. **Each week's homework is an opportunity for you to create something for your portfolio.** There are two major animated production assignments: a 30-second midterm project and a 60-second final project. The graded lab exercises, homework assignments, critiques, quizzes, and animated projects total 500 points.

Note: P576 students must carry out an additional 100 points of work (outlined below).

Homework and production assignments must be turned in on time to receive full credit.

### P354 Grading Criteria – 500 total points

<table>
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<tr>
<th>Week</th>
<th>Assignment</th>
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| 1    | In-class exercises  
Homework: Screenshots & analysis of 2 TV graphics (1 simple + 1 complex) |
| 2    | In-class exercises  
Homework: 2 TV graphics with same message & different visual treatments |
| 3    | In-class exercises  
Homework: Promo, title & keyable lower third TIFF/PNG graphics |
| 4    | In-class exercises  
Quiz # 1 (Photoshop)  
Homework: After Effects Animated 15 second Promo |
| 5    | In-class exercises  
Homework: After Effects Animated text and effect |
| 6    | In-class exercises  
Homework: Opening title or message sequence  
Midterm Project Pre-Production |
| 7    | In-class exercises  
Homework: After Effects Midterm Project Production |
| 8    | In-class exercises  
Quiz # 2 (After Effects)  
Homework: 3D animation |
| 9    | In-class exercises  
Homework: 15-second 3D animation with camera move |
| 10   | In-class exercises  
Homework: Animated 3D with lights |
| 11   | In-class exercises  
Homework: Animated countdown |
| 12   | In-class exercises  
Homework: Animation with motion tracking  
Final Project Pre-Production |
| 13   | In-class exercises  
Homework: Animation with shape layers |
| 14   | In-class exercises  
Participation & Peer critiques |
| 15   | Final Project Production |

500  Total P354 Points

The total points awarded will be resolved into a percentage of 100. The final grading criteria is: A+ = 98-100, A = 94-97, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80–83, C+ = 77–89, C = 74-76, C- = 70-73, D+ = 67-69, D= 64-66, D- = 60-63, F = below 60
P576 students must produce an additional 100 points of work (bringing the total class points to 600). The 100 additional points are allotted as follows:

50  On-line Journal/Blog/Portfolio:
    Graduate students must publicly document and present their work over the course of the semester. This can be either in the form of an on-line journal or blog (adding content on a weekly basis) or by presenting a capstone portfolio by the end of the semester.

20  Create and Present Lesson:
    Graduate students must prepare one lesson that teaches an aspect of visual design and/or motion graphics. This will be in the form of a 15-20 minute oral presentation delivered to classmates during the semester with accompanying supporting visual media (via a PDF or a URL). Sample topics include: How to create and use custom color palettes, How Color, Tone and Texture Impacts Design, Techniques for 3D Lighting Effects, Creating Graphics for User Interfaces. The topic must be determined by the 4th week of class and approved by the instructor.

30  30-second PSA (Public Service Announcement)
    Graduate students must design, produce, and execute a 30-second animated PSA for a real client suitable for television broadcast. The client organization must be approved by the instructor and determined by mid-semester. The completed PSA must be submitted by the end of the semester.

600 Total P354/576 class points

P354/576 Schedule -----------------------------------------------

WEEK 1 (1/12 & 1/14) - INTRODUCTION to GRAHIC DESIGN & PHOTOSHOP
Course Intro / Graphic design theory / Photoshop Tour
In-class Exercises: Pretest & 1st Photoshop Graphic

Homework: Screenshots and analysis of 2 TV graphics

WEEK 2 (1/19 & 21) – ELEMENTS OF DESIGN / MASTERING SELECTIONS
Aesthetics, Color theory & Design Considerations
In-class Exercises: Photoshop file types and Merging Images

Homework: Create 2 TV graphics with the same message & different visual treatments

WEEK 3 (1/26 & 1/28) - PHOTOSHOP FOR TELEVISION
Legal/NTSC video levels / Masks, alpha channels & key graphics
In-class Exercises: Making Alpha Channels in Photoshop

Homework: Create graphics package for a TV show with a title, promo, and key graphic
WEEK 4 (2/2 & 2/4) - INTRODUCTION TO ADOBE AFTER EFFECTS
Quiz #1 (Photoshop)
Introduction to After Effects
In-class Exercise: 1st After Effects animation

Homework: Create an animated promo or call to action

WEEK 5 (2/9 & 2/11) - ADOBE AFTER EFFECTS CONTINUED
Solving problems with pre-composing / Spatial & temporal keyframe interpolation
In-class Exercises: Bouncing Ball and Orbiting Planets

Homework: Animated title with moving text
Midterm Project Idea

WEEK 6 (2/16 & 2/18) – THE POWER OF TYPOGRAPHY
Creating vector-based typography
In-class Exercises: Star Wars & Track Mattes

Present ideas for Midterm Projects

Homework: Opening title or message sequence (with text animation)
Midterm Project Pre-Production work (script and/or storyboard)

WEEK 7 (2/23 & 2/25) – ADVANCED AE TECHNIQUES / WARPING TIME & SPACE
Working with video / Time re-mapping / layer transitions
In-class Exercises: Time and Pan Scan

Homework: Complete Midterm Project

WEEK 8 (3/1 & 3/3) - MIDTERM PROJECT REVIEW
Quiz # 2 (After Effects)
Present & review Midterm projects

Homework: Create AE composition with 3D layer and Ramp Effect

WEEK 9 (3/8 & 3/10) – DEPTH and 3D SPACE
Creating 3D layers / working in 3D space / Creating and using cameras
In-class Exercises: 2D and 3D animation

Homework: Create a 15-second animation with 3D layers and camera move

SPRING BREAK!
WEEK 10 (3/22 & 3/24) – LIGHTS, CAMERAS, ACTION!
Creating and using lights in compositions / making shadows
In-class Exercises: Shadows and Gobos

Homework: Animated composition with lights, multiple 3D layers and a gobo.

WEEK 11 (3/29 & 3/31) – FINE TUNING & EFFECTS
Creating stroke effect / motion stabilization and tracking
In-class Exercises: Parenting and Motion Tracking

Homework: Animated countdown
Final Project Idea

WEEK 12 (4/5 & 4/7) – ADVANCED EFFECTS FOR TV & FILM
Using null layers / corner pinning techniques / parenting
In-class Exercises: Chroma keying and Multipart Tracking

Homework: Animation with motion tracking
Final Project Proposal

WEEK 13 (4/12 & 4/14) – SHAPE LAYERS & EXPRESSIONS
How to create and modify shape layers / Using Expressions
In-class Exercises: Animated paths and Expressions

Homework: Animation with shape layers
Final Project script/storyboard

WEEK 14 (4/19 & 4/21) – PUPPET FUN
Using the Puppet Tool
In-class Exercises: Puppetry in Art and Video

Homework: Bring in media for your Final Project

WEEK 15 (4/26 & 4/28) – FINAL PROJECT WORK SESSION
Quiz # 3 (After Effects)
Work on Final Projects

WEEK 16 (5/2) - FINAL PROJECT REVIEW
Present Final projects during Final Exam Time: 2:45-4:45 PM Thursday, May 5
(assigned by Registrar):