

The Media School - Indiana University
P354/T576 - Program Graphics and Animation
Syllabus – Spring 2019 v1.0

Instructor: Jim Krause jarkraus@indiana.edu (812) 332-1005

<http://www.indiana.edu/~jkmedia>

Office Hours (RTV Bldg. 350): Tuesday 8:30-10:30 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 HD/SSD drive (1 TB recommended)

Description: This course provides the technical skills and creative principles required to produce graphics and animation for television and digital filmmaking applications. 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, participate, and earn points for the in-class exercises. Points will be deducted for frequent absences and tardiness. If you're sick, it's a good idea to call or e-mail your instructor before class and bring a note within 48 hours. This could grant a brief extension for turning in work. Otherwise, all work must be turned in by the posted due date.

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 phones please - To reduce distractions and maintain focus, please don't spend class/lab time looking at your phone. Keep it tucked away unless its use is *directly* related to class.

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

Computers, Procrastination & Murphy's Law: Don't wait until the last minute to carry out your work. If you do, unfortunate events will likely occur (your computer crashing, sweetheart leaving you for your best friend, or facebook/twitter/fantasy league accounts getting hacked by your neighbor's pet gerbil). Essentially, your world will crumble and you'll wind up a shadow of your former self. 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 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: T576 students must carry out an additional 100 points of work (outlined below).

P354 Grading Criteria – 500 total points

10	Week 1 In-class exercises
10	Homework: Screenshots & analysis of 2 TV graphics (1 simple + 1 complex)
10	Week 2 In-class exercises
10	Homework: 2 TV graphics with same message & different visual treatments
10	Week 3 In-class exercises
15	Homework: Promo, title & keyable on-screen graphic
5	Week 4 In-class exercises
30	Quiz # 1 (Photoshop)
15	Homework: After Effects Animated 15 second Promo
10	Week 5 In-class exercises
15	Homework: After Effects Animated text and effect
10	Week 6 In-class exercises
15	Homework: 15-second persuasive message sequence with video & track matte
5	Midterm Project Pre-Production
10	Week 7 In-class exercises
25	Homework: After Effects Midterm Project Production
35	Quiz # 2 (After Effects)
15	Homework: 3D animation
10	Week 9 In-class exercises
15	Homework: 10 to 15-second animated promo or opening with sense of depth
---- Spring Break ----	
05	Week 10 In-class exercises
20	Homework: Animated image branding piece with 3D with lighting effects
10	Week 11 In-class exercises
20	Homework: Animated countdown
10	Week 12 In-class exercises
15	Homework: Animated ad or PSA with motion tracking
10	Final Project Pre-Production
40	Quiz # 3 (Cumulative + recent After Effects)
10	Week 13 In-class exercises
20	Homework: Animation promoting a cause with shape layers
10	Week 14 In-class exercises
20	Participation & Peer critiques
30	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

T576 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 to 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/T576 class points

P354/T576 Schedule -----

WEEK 1 (1/8 & 1/10) - INTRODUCTION to GRAPHIC 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 (1/15 & 1/16) – 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 but completely different visual treatments

WEEK 3 (1/22 & 1/24) - PHOTOSHOP FOR TELEVISION

Legal/NTSC-safe 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 (1/29 & 1/31) - 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 (2/5 & 2/7) - 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 (2/12 & 2/14) – 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 (2/19 & 2/21) – 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 (2/26 & 2/28) - MIDTERM PROJECT REVIEW

Quiz # 2 (After Effects)

Present & review Midterm projects

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

WEEK 9 (3/5 – No Lab on 3/7) – 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 10 to 15-second animated promo or opening for a TV show with a sense of depth and 3D layers.

SPRING BREAK!

WEEK 10 (3/19 & 3/21) – LIGHTS, CAMERAS, ACTION!

Creating and using lights in compositions / making shadows

In-class Exercises: Shadows and Gobos

Homework: Create an animated branding spot with at least 2 message elements, lighting effects, and multiple 3D layers.

WEEK 11 (3/26 & 3/28) – 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 (4/2 & 4/4) – ADVANCED EFFECTS FOR TV & FILM

Using null layers / corner pinning techniques / parenting

In-class Exercises: Chroma keying and Multipart Tracking

Homework: Animated ad or PSA with motion tracking
Final Project Proposal

WEEK 13 (4/9 & 4/11) – SHAPE LAYERS & EXPRESSIONS

How to create and modify shape layers / Using Expressions

In-class Exercises: Animated paths and Expressions

Homework: “Promote a Cause” animation with shape layers
Final Project script/storyboard

WEEK 14 (4/16 & 4/18) – PUPPET FUN

Using the Puppet Tool

In-class Exercises: Puppetry in Art and Video

Homework: Bring in media for your Final Project

WEEK 15 (4/23 & 4/25) – QUIZ #3 & FINAL PROJECT WORK SESSION

Quiz #3 (After Effects)

Work on Final Projects

WEEK 16 (4/30) - FINAL PROJECT REVIEW

Present Final projects during Final Exam Time: 5 – 7 PM Tuesday, April 30

(Date & time assigned by Registrar)