

THE UNIVERSITY OF THE WEST INDIES, ST. AUGUSTINE
FACULTY OF HUMANITIES & EDUCATION
DEPARTMENT OF CREATIVE & FESTIVAL ARTS

Course Code	VART 2324
Course Title	Film & Video 2
Degree	Level 2
Semester	Two - 2019/2020

Assignment Details

Mid-term 60% (Due: 5th March 2020)

1. Create one motion design of 30 second duration (20%):
 - Develop a concept based on recorded Audio
 - Upload your motion design to Vimeo
2. Create one motion design of 30 second duration (20%):
 - Develop a concept based on a Product, Place, or Person
 - Upload your motion design to Vimeo
3. Create one interactive motion design (20%):
 - Use a Word as inspiration for your concept
 - Use p5.js

Semester Project 40% (Due: 9th April 2020)

1. Create one motion design of 60 second duration with accompanying interactive motion design
 - Develop your own concept
 - Upload your motion design to Vimeo

For each assignment provide a PDF Process Book documenting your concept and design development:

- Research
- Writing
- Treatment
- Thumbnail Sketches
- Storyboards
- Style Frames
- Design Boards

Evaluation

Grades for each assignment are based on three major factors:

- Is the work conceptually inventive? Have you demonstrated a solid grasp of problem content? Did you really grapple with the ideas presented in each assignment?
- Is the composition visually compelling? Is every square inch fully engaged? Have colors been chosen well? Is the image unified? Energized? Balanced? Well crafted?
- What was the nature of your learning process? Did you use class time effectively and come prepared to learn? Did you take risks? How many solutions did you invent for each problem? How substantial were your contributions to team meetings and critiques?

Grades will be defined as follows:

≥90	<i>Outstanding.</i> Expansive investigation of ideas and excellent composition. All assignments completed on time, with at least one extra credit project presented. Insightful contributions to critiques. Goes substantially beyond minimum requirements
75-89	<i>Above average.</i> Substantial investigation of concepts and compositions; excellent craft. All assignments completed on time, insightful contributions to critiques
60-74	<i>Average.</i> All assignments done competently and completed on time. Strong participation in critiques.
50-59	<i>Marginal work.</i> Two or more late projects, limited investigation of ideas, poor craft or incoherent compositions, or excessive absences. Limited contribution to critiques.
≤49	<i>Unsatisfactory work.</i> Course failure due to minimal idea development, poor craft, disjointed compositions, lack of participation, late assignments, or excessive absences.

Resources

Motion Design: Moving Graphics for Television, Music, Video, Cinema and Digital Interfaces by Matt Woolman. RotoVision (December 1, 2004)
<https://mattwoolman.com/portfolio-items/motion-design-moving-graphics-for-television-music-video-cinema-and-digital-interfaces/>

<http://www.design-fundamentals.com>

Launching the Imagination 5th Edition by Mary Stewart. McGraw Hill Education
http://highered.mheducation.com/sites/0073379301/student_view0/index.html
<http://www.watchthetitles.com/>