1) Looping Shape Composition:
Create a four second non-figurative animation using the variety of shape drawing tools included in After Effects. Make sure your animation uses at least 20 shape layers and 20 property animations, uses easing, has a seamless loop, is 1920x1080, and uses only black, white, and a single color of your choice.

2) Visual Language Composition:
Create a musical visual language animation to play in sync with the audio clip provided to you. Make decisions about the shapes, colors, animations, and effects you use based on the tempo, rhythm, melody, and other characteristics you find in the audio clip. All of the animations must be complete by the end of the day so that they can be edited together for the final version.

3) Kinetic Typography:
Create an animation using text, shape layers, effects, and transitions that creatively portrays the lyrics in sync with the audio clip provided to you. Your animation should make use of a variety of text styles, type effects, and transitions to introduce and change your content.

4) High Quality Gif:
Using some found footage of your own selection, create a "high quality gif" matching new text dialogue in sync with the dialogue characters are having in the video. You will need to follow a production schedule with specific milestones and phases including the following:

Research:
Review previous examples that have been created and distributed online in order to get an idea of some of the effects and capabilities that are possible.

Ideation:
Think about what footage you would like to work with and how you would like to manipulate it.

Writing and Storyboarding:
You need to plan exactlly what text will be replacing the video dialogue and should take syllables and timing into consideration. Storyboard thumbnails of how the scene will play out if you edit footage together.

Timing:
Place text layers and other visual attributes in your timeline and line up their appearance with your video.

Typography:
Select your text styles, sizes and colors.

Animation, Transitions and Effects:
Begin keyframing the properties in your layers and adding transitions that do the animation for you and effects that may change your animation timing.

Visual Refinement:
Put the finishing touches on everything before export.

Academic Conduct:
Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" https://policy.usc.edu/student/scampus/part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university. You are encouraged to report all incidents to the Office of Equity and Diversity/Title IX Office http://equity.usc.edu and/or to the Department of Public Safety http://dps.usc.edu. This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage http://sarc.usc.edu fully describes reporting options. Relationship and Sexual Violence Services https://engemannshc.usc.edu/rsvp provides 24/7 confidential support.

Support Systems:
A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute http://ali.usc.edu, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://dsp.usc.edu provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

**Emergency Preparedness /
Course Continuity in a Crisis:**
If an officially-declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Motion Graphics Summer Session

Catalogue Description:
An introduction to the core tools and concepts required to execute motion graphics.

Pre-requisites:
Basic computer keyboarding skills, web searching skills, and photography skills.

Course Description:
Students will be introduced to the fundamental concepts involved in the development of motion graphics animation projects as well as the core industry tools used in their creation. Students will leave the course with an understanding of the animation and rendering process, technical knowledge of Adobe After Effects and component software contributing to the creative pipeline, as well as collective insight into design successes and failures. Students will be required to share their work with classmates and participate in constructive critique sessions.

Learning Objectives:
1) A fundamental understanding of motion graphics concepts including layers, keyframes, easing, animation curves, shapes, typography, lighting, cameras, and exporting for various media formats.

2) Functional operating capacity using Adobe After Effects to work with motion graphics material in order to create 2D and 3D animations.

3) Ability to produce visual material for a number of mediums including broadcast and the web.

Specific Topics to be Covered:
• Design concepts related to visual composition.
• Kinetic typography.
• Aesthetic qualities of animation and transitions.
• Timing in conjunction with audio.

Software Utilized:
• Adobe After Effects.
• Adobe Photoshop.
• Adobe Illustrator.

Required Readings:
• None.

Recommended Readings:
• Fridsma, Lisa. Adobe After Effects CC Classroom in a Book (2017 release). San Francisco, CA: Adobe, 2017. Print.
• Shaw, Austin. Design for Motion: Fundamentals and Techniques of Motion Design. New York, NY: Focal, 2016. Print.
• Williams, Richard. The Animator's Survival Kit. New York, NY: Farrar, Straus and Giroux, 2001. Print.

Recommended Online Resources:
• Art of the Title: Archive of film, tv, and game opening credits. http://www.artofthetitle.com
• Saul Bass: Title Sequences from Preminger to Scorsese. [65m] https://www.youtube.com/watch?v=qqM3McG4-LE
• A History of the Title Sequence. [2m] https://www.youtube.com/watch?v=ec7t25HSxwc
• Typography Tutorial: 10 rules to help you rule type - The Futur [3m] https://www.youtube.com/watch?v=QrNi9FmdIxY
• Kinetic Typography Tutorial [22m] https://www.youtube.com/watch?v=fOi5P1qxrM4
• Design Legends: Kyle Cooper - The Futur [95m] https://www.youtube.com/watch?v=Qa7kjIiLdCE
• Danny Yount: The Art of the Title Sequence - AIGA [31m] https://www.youtube.com/watch?v=C9MYDiA3bF8
• GMUNK: 8 Secrets to Intergalactic Conquest - FITC [68m] https://www.youtube.com/watch?v=F93CP8UjRxk

Course Schedule

On **Monday** we begin with the fundamentals of After Effects, diving into the way we use layers, the timeline, and compositions to create animations. Our first project will be a simple looping shape animation.

Tuesday is the first timing sensitive assignments where we will be working with preselected audio clips of music, and creating animations that will not only sync up with the elements of the audio but also communicate its expressive qualities.

Wednesday will be a new timing assignment that focuses on the use of typography in sync with the lyrics of a musical measure. All of the student animations will be combined into a song segment with varying design styles.

Thursday and **Friday** will be spent working on the final project, which will be using footage of the students own selection. The objective is to take the dialogue between multiple people and change what they're saying by dropping the audio and adding new text content in sync with their mouths instead.

Production of the final project will require a phased approach in order to accomplish all of the tasks at hand and give an opportunity to properly think through the creative process.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00am	Introduction, Schedule	Audio Layer	Visual Music Project Presentation	Kinetic Typography Project Presentation	Timing
9:30am	Project Setup, Interface, Panels	Parent/Child Layer Relationships, Null Layers	Type Layers, Character & Paragraph Styles	Importing Footage, Editing Playback	
10:00am	Layers, Shape Layers, Properties, Shape Tools	Track Mattes, Shape Masks, Blend Modes	Typography Principles, Alignment	Adjustment Layers, Effects	Typography
10:30am	Alignment, Snapping, Grid	Shape Layer Modifiers	Animation Presets	Motion Tracking	
11:00am	Timeline, Compositions, Nested Timelines	Graph Editor, Animation Curves	3D Layers, 3D Interface, 3D Properties	Rotoscoping Travelling Mattes	Animation, Transitions
11:30am	Exporting, Motion Blur		Lights, Materials, Cameras	Photoshop and Illustrator Files	
12:00pm	Lunch	Lunch	Lunch	Lunch	Lunch
12:30pm					
1:00pm	Intro to Looping Shape Composition Project	Intro to Visual Language Composition Project	Intro to Kinetic Typography Project	Intro to High Quality Gif Project	Effects
1:30pm	Looping Shape Composition Project work	Visual Language Composition Project work	Kinetic Typography Project work	Research	
2:00pm					Visual Refinement
2:30pm				Ideation	
3:00pm					
3:30pm				Writing, Storyboarding	Exporting and Submitting
4:00pm	Exporting and Submitting				High Quality Gif Presentations
4:30pm	Looping Shape Composition Presentations	Exporting and Submitting	Exporting and Submitting	High Quality Gif Progress Presentations	