

**DESMa 24 - MOTION  
2019**

Winter Quarter

Time: Tuesday – Thursday 2:00pm–4:40pm

Location: Broad 4230

**Professor:** Refik Anadol

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**Office Hours:** Tuesday 1:00pm-2:00pm or by appointment.

**Teaching Assistant:** Hiram Sab

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**Office Hours:** Tuesday 1:00pm-2:00pm or by appointment.

**Description**

This course is organized to teach the aesthetics and fundamentals of motion and its application to design and media arts through an introduction of the basic concepts and tools for the design of moving images. In a series of assignments and a final project, students will explore principles and aesthetics of moving imagery including timing, pacing, repetition, editing, composition, resolution, process, and the link between sound and image. Class time will include class discussions, student presentations, software and equipment tutorials and studio time for project development.

**Evaluation**

Students will complete three projects, a sound/image exercise, and a larger final project. Projects will be evaluated based on aesthetic and conceptual qualities, innovative approach to the medium, and effort. All projects must be completed in order to pass the course. Late assignments will reduce the numeric score of the assignment. Assignments are only considered complete when accessible from the course website.

Attendance is mandatory. Absences require professor notification and permission. If a student is late 3 times, this will count as an unexcused absence and will affect your grade. Your participation and presentation skills will be considered in grading.

**Grading**

20% Assignment 1

05% Audio / Image Exercise

20% Assignment 2

20% Assignment 3

30% Final Project

05% Participation and Presentation

**Software:** Adobe After Effects / Adobe Photoshop / Adobe Illustrator / Audacity  
Maxon Cinema 4D / Various 3rd Part Plug-ins

## **SCHEDULE**

### **Week 1**

- Jan 08 - Lecture: Introduction & **Prepare Storyboard for Assignment 1**
- Jan 10 - **Review Storyboard 1** / Introduction to AE

### **Week 2**

- Jan 15 - Studio / Tutorials / \* **EXERCISE: Audio & Image**
- Jan 17 - Tutorial Class with Kian Khiaban (Cinema 4D)

### **Week 3**

- Jan 22 - Studio / Tutorials
- Jan 24 - Studio / Tutorials

### **Week 4**

- Jan 29 - **Assignment 1 Due / PRESENTATIONS**
- Jan 31 - Prepare Storyboard for Assignment 2 : Immersion

### **Week 5**

- Feb 5 - **Review** Storyboard 2 / **Present** Inspirations / Studio
- Feb 7 - Studio / Tutorials

### **Week 6**

- Feb 12 - Studio / Tutorials
- Feb 14 - Lecture: Introduction

### **Week 7**

- Feb 19 - **Assignment 2 Due / PRESENTATIONS**
- Feb 21 - Prepare Storyboard for Assignment 3 : Bioluminescence
- Workshop / Projection Mapping

### **Week 8**

- Feb 26 - Prepare Storyboard for Assignment 3 : Bioluminescence
- **Review** Storyboard 2 / **Present** Inspirations / Studio
- Feb 28 - **Workshop / Projection Mapping**

### **Week 9**

- Mar 5 - Studio / Tutorials
- Mar 7 - Studio / Tutorials

### **Week 10**

- Mar 12 - Studio / Tutorials
- Mar 14 - Studio / Tutorials

### **Week 11**

- Mar 19 - Exhibition!

## - **Assignments:**

### **1. Behaviour & Interaction**

- Use just two shapes: a circle and a line/rectangle.
- Define a type of behaviour for each shape (e.g. aggressive, flighty, ponderous, playful, jumpy, smooth, erratic, etc.)
- Design a storyboard for a 30 second animation in which one or more circles and lines express their behaviour and interact with each other at some point. In 6-8 drawings show the key points that describe the piece.
- Create a 30 second animated video based on the storyboard.

### **\* EXERCISE: Audio & Image**

- Select a 15 second section of music or sound effect.
- Using *Audio to Keyframe*, create a video that tightly synchronises two or more abstract shapes with the audio.

### **2. Midterm: Immersion**

- Find one or two short videos that you think are good examples of the use of Immersive Room.
- Come up with concepts, words or a phrase to be animated.
- Create a background by using one (or more) photographs or create your own graphic or illustrated background image.
- Design a storyboard for a 30-60 second animation where the movement/behaviour of the type and the audio complements and enhances the meaning of the word or phrase.
- Create a 30-60 second animated video with audio.

### **3. Final Project: Bioluminescence**

- Create a **60 second** projection mapped animation, with audio onto a sculptural form. Processes for creating this assignment will be explored in class.