

Motion Graphics Introduction - Syllabus

PSAM 5440 SECTION A CRN: 2295 - FALL 2017

Meeting Monday 9am - 11:40am Location: 6 E 16th Street Room: 1109

Instructor: Nol Honig

Email: honign@newschool.edu

Office Hours: By Email

COURSE DESCRIPTION

This introductory yet intensive course explores the fundamental of time-based graphic motion, with particular emphasis on typography, image, and narrative sequence. Students are challenged to develop concise yet powerful presentations, literal or abstract ideas, and move step-by-step through the development process, from storyboard to final rendering. This course will be complemented with readings on animation and visual effects. Primary software used: Adobe After Effects.

LEARNING OUTCOMES

Students will develop the following skills:

- 1) A thorough understanding of Adobe After Effects, and the way it integrates with Photoshop and Illustrator.
- 2) The technical skills necessary to create dynamic 2D and 3D animation of graphics, photography and type.
- 3) A better vocabulary and ability to view and critique motion graphic styles and techniques.
- 4) A detailed knowledge of both the history of Motion Graphics, as well as the current state of the industry.

ASSESSABLE TASKS

To understand the student assessment process employed in this class for grading, late assignments, class participation, oral presentations, etc., please refer to individual sections of the syllabus found below.

GRADING CRITERIA

I grade you every week on the work you are assigned, and not per project. So it is very important to turn in homework every week, even if you cannot attend class. For your weekly assignments, I grade you on a 0 - 5 rating system. Grades will be added weekly on Canvas.

A score of 5: You completed the assignment with great design style and animation technique.

A score of 4: You mostly completed the assignment. Or you completed the assignment fully, but the design and/or animation still needs work.

A score of 3: You completed less than half of what was due, but your work shows promise. Or you completed the full assignment but the design and/or animation needs a lot of work.

A score of 2: You completed very little of what was due, and the work needs to be re-thought.

A score of 1: You turned in something completely different than what was assigned.

A score of 0: You didn't turn anything in.

NOTE: If you cannot turn in a weekly assignment on time, please let me know in advance. You are still responsible for turning in your work every week even if you cannot attend class.

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

FINAL GRADE CALCULATION

Your final grade is the sum average of the following things:

- 1) Each homework assignment for the 15 weeks (one each week) = 60% of your grade
- 2) Your class participation score = 20% of your grade
- 3) A one-time oral presentation about a motion graphics studio/artist = 5% of your grade
- 4) Weekly Attendance = 10% of your grade

Please note that working outside of assignment parameters (using unauthorized filters, effects, expressions, pre-sets or third party animation techniques, or software) will result in a failing grade for that assignment as it is counter-productive to the class structure. All animation must be done in After Effects.

LATE ASSIGNMENTS

Late assignments are not encouraged but will be accepted at any point in the semester. I might subtract points from your grade for that project, depending on how late it is. I will be offering a Catch Up Week in the middle of the semester with no homework to help with late assignments.

CLASS PARTICPATION

I consider class participation very important for your learning, for everyone else's experience of the class, and for my ability to best teach you. Therefore I count it as 20% of your grade.

I like these things: Enthusiasm for Motion Graphics, Lively debate, Constructive criticism, Honesty and respect for each other, Asking questions about relevant topics, Giving fair critiques to other students.

I don't like these things: Never talking, Being overly negative, Being disrespectful of fellow students, Talking a lot about irrelevant topics, Incessant lateness, Falling asleep in class.

QUESTIONS & HELP

You may email me any time (honign@newschool.edu) for issues that come up, technical, conceptual or otherwise. I will respond as quickly as possible with answers. You might also consider posting questions to our Facebook group so that other students might be able to offer advice.

RECOMMENDED / REQUIRED READINGS

There are no required readings for this class. However, these are some helpful books about motion graphics:

- *Design For Motion*, by Austin Shaw (Focal Point Press. 2016)
- *Animated Storytelling*, by Liz Blazer (Peach Pit Press, 2015)

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

MATERIALS & SUPPLIES

None, other than your Adobe CC Subscription.

FRAME.IO

Weekly assignments will be turned in to a Frame account I started for our class. I will send you an invitation to join the group on the first day of class. Please upload each week's assignment to this channel by the time class starts, in order to count as being on time. Files uploaded during class may be considered late.

VIDEO LECTURES

I will be recording all of my lectures as videos ahead of time, and then posting them weekly to our Frame account. These lectures will be between 1.5 and 2 hours long, and will replace the traditional in-class lecture. Watching all of these videos is mandatory for the class.

FACEBOOK GROUP

I will invite you on the first day to join a private Facebook Group that I made for this class. This is the place to ask questions, post inspirational work or articles, and also share the work that you have made. I encourage everyone to participate in this group fully. Please be respectful of your fellow students.

ORAL PRESENTATION

Once per semester you will be required to do a presentation in front of the class about a motion design company. The presentation will take about ten minutes, and be professional. Please show the class 2 -3 pieces of their work, and have something to say about the animation and art direction of the pieces. You should also and be prepared to answer questions and give detailed observations. Work must be a 2D (not 3D) motion graphics projects made using After Effects.

LIST OF STUDIOS & INDIVIDUALS:

Please choose a studio or individual from this list for your presentation, on a first-come-first-served basis:

Studios: 1. Buck 2. Giant Ant 3. Oddfellows 4. Block and Tackle 5. Gretel 6. We Are Royale 7. Tendril
8. Gentleman Scholar 9. MK12 10. Slanted Studios 11. Pep Rally 12. Impactist 13. NERDO

Individuals: 1. Vucko 2. JR Canest 3. Ariel Costa/Blink My Brain 4. Bee Grandinetti 5. Allen Laseter
6. Tom McCarten 7. Patrick Clair 8. Danny Yount 9. GMUNK 10. Linn Fritz 11. Kevin Dart 12. Elliot Lim

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

CLASS SCHEDULE, TOPICS & ASSIGNMENTS

August 28 - Class One: *Orientation*

Meet each other and introduce ourselves. Discuss class schedule, register for Frame.io and Facebook group

Videos: Syllabus and Class Policies, Meet the MoGraphs, Lesson 1 “Jump In”

Podcast #1: History of Motion Graphics, Part 1

PDF Handouts: Syllabus, Lesson 1 Notes and Tips, Meet the MoGraphs, Podcast #1 PDF

Homework: 1. Watch all videos 2. Sign up for and start following people on Vimeo, Twitter, Instagram, etc.
3. Make your own “Jump In” video like mine. Now try adding more details into it and have fun!

September 4 - No Class: *Labor Day Holiday*

Even though we have no class, read Motionographer and watch as many Mograph videos as you can on Vimeo.

September 11 - Class Two: *It Begins!*

Let's start animating for real! Today you're going to learn how to how to make keyframes.

Videos: Lesson 2 “Watch Me Work”, How To Render, Things to Mess You Up in AE, Exercise 2 “Keyframe Expert”

Podcast #2: History of Motion Graphics, Part 2

PDF Handouts: Lesson 2 Notes and Tips, AE Glossary, Podcast #2 PDF

Homework: After you watch all the videos, move on to Exercise 2 “Keyframe Expert”

September 18 - Class Three: *A Word to the Wise*

Everyone loves typography, right? How about Kinetic Type videos? I hope so because we're going to make one!

Videos: Lesson 3 “Action Packed”, Customizing AE, How To Collect Projects, Exercise 3 “Lyrics of Fury”

Podcast #3: History of Motion Graphics, Part 3

PDF Handouts: Lesson 3 Notes and Tips, AE Glossary, Words to Live By, Podcast #3 PDF

Homework: After you watch all the videos, move on to Exercise 3 “Lyrics of Fury”

September 25 - Class Four: *Logo My Ego*

Animating a logo is something that every motion designer will do many times in their career. Let's give it a shot!

Videos: Lesson 4 “Photoshop is Your Friend”, Photoshop and Illustrator Basics, Exercise 4 “Motion Burger”

Podcast #4: History of Motion Graphics, Part 4

PDF Handouts: Lesson 4 Notes and Tips, Podcast #4 PDF

Homework: After you watch all the videos, move on to Exercise 4 “Motion Burger”

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

October 2 - Class Five: *Parenting for Fun*

When two people love each other ... wait, no, not that kind of parenting.

Videos: Lesson 5 “I Robot”, A Few Good Effects, Exercise 5 “Eyeball Factory”

Podcast #5: Interview with Taylor Jon Peters @ Giant Ant

PDF Handouts: Lesson 5 Notes and Tips

Homework: 1. After you watch the videos, move on to Exercise 5 “Eyeball Factory”

October 9 - Class Six: *Getting in Shape*

Let's get to know After Effects Shape Layers. Spoilers: they're really useful.

Videos: Lesson 6 “Shaping Up”, Extra Shape Goodness, Exercise 6 “You Rock!”

Podcast #6: Interview with Marisabel Fernandez (Giant Ant, Tendril)

PDF Handouts: Lesson 6 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 6 “You Rock!”

October 16 - Class Seven: *Catch Up Week*

This is a week with no homework other than for you to catch up on your any assignments you might have missed.

Feel free also to redo any work that you think needs improvement. PS: You're welcome!

In Class: The Game of Hotseat

Videos: Lesson 7 “It Gets Easier”

Podcast #7: Interview with Jaedoo Lee @ Buck

October 23 - Class Eight: *Dance The Night Away*

Animating simple shapes to music is a lot like being a choreographer. So how will you make your characters dance?

Videos: Lesson 8 “Music & Motion”, Exercise 8 “Let's Dance!”

Podcast #8: Interview with Linn Fritz (Cub Studios, Buck)

PDF Handouts: Lesson 8 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 8 “Let's Dance!”. **This is a two week project.**

October 30 - Class Nine: *Keep on Dancing*

This week we'll be digging even deeper into Shape Layers, including the Repeater and more!

In Class: Watch everyone's “Let's Dance” rough cuts and give feedback

Videos: Lesson 9 “Shape Talk”

PDF Handouts: Lesson 9 Notes and Tips, Cool Transitions

Homework: Based on the feedback you got, finish up your Let's Dance project.

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

November 6 - Class Ten: *Your First Motion Job*

Guess what? You just got a freelance motion job from a major museum. Also ... it's due in two weeks. Go!

Videos: Lesson 10 "Shape Talk", Exercise 10 "Surreal World"

PDF Handouts: Lesson 9 Notes and Tips, Job Brief

Homework: Watch the videos, read the brief and make your first draft of the project. **This is a two week project.**

November 13 - Class Eleven: *Museum Finish*

Time to finish up that big job! But wait, there are some twists to the story.

In Class: Watch everyone's "Surreal World" rough cuts and give feedback

Videos: Lesson 11 "The Client Needs Changes"

PDF Handouts: Lesson 11 Notes and Tips, Design Rules the Day

Homework: Finish up the job, incorporating the surprise Client changes and feedback from class.

November 20 - Class Twelve: *Finally!*

Today we're moving on to your Final project, which is to animate a :30 second commercial for "TBD"

Videos: Lesson 12 "Animating People", Exercise 12 "TBD"

PDF Handouts: Lesson 12 Notes and Tips, Good Transitions

Homework: Watch the Exercise 12 video and get started on your project. **This is a three week project.**

November 27 - Class Thirteen: *Almost Done!*

Today I will be meeting individually with students in class to discuss their strategies for their finals.

Videos: Lesson 13 "Basic 3D in AE"

PDF Handouts: Lesson 13 Notes and Tips

Homework: Finish up the first draft of your Final project

December 4 - Class Fourteen: *So Close!*

We will use the full class time today to critique everyone's "TBD" first drafts.

Videos: Lesson 14 "Basic Expressions"

Homework: Finish up your Final, incorporating the feedback from class.

December 11 - Class Fifteen: *Ciao For Now*

We're done! Watch the final projects and fill out glowing Teacher Evaluation Forms praising Nol for his amazing teaching skills! Spoiler: There might be donuts.

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

Resources

The university provides many resources to help students achieve academic and artistic excellence. These resources include:

- The University (and associated) Libraries: <http://library.newschool.edu>
- The University Learning Center: <http://www.newschool.edu/learning-center>
- University Disabilities Service: www.newschool.edu/student-disability-services/

In keeping with the university's policy of providing equal access for students with disabilities, any student with a disability who needs academic accommodations is welcome to meet with me privately. All conversations will be kept confidential. Students requesting any accommodations will also need to contact Student Disability Service (SDS). SDS will conduct an intake and, if appropriate, the Director will provide an academic accommodation notification letter for you to bring to me. At that point, I will review the letter with you and discuss these accommodations in relation to this course.

Making Center

The Making Center is a constellation of shops, labs, and open workspaces that are situated across the New School to help students express their ideas in a variety of materials and methods. We have resources to help support woodworking, metalworking, ceramics and pottery work, photography and film, textiles, printmaking, 3D printing, manual and CNC machining, and more. A staff of technicians and student workers provide expertise and maintain the different shops and labs. Safety is a primary concern, so each area has policies for access, training, and etiquette that students and faculty should be familiar with. Many areas require specific orientations or trainings before access is granted. Detailed information about the resources available, as well as schedules, trainings, and policies can be found at resources.parsons.edu.

Grading Standards

Undergraduate

A student's final grades and GPA are calculated using a 4.0 scale. Please note that while both are listed here, the 4.0 scale does not align mathematically with the numeric scale based on percentages of 100 points.

A [4.0; 95 – 100%] Work of exceptional quality, which often goes beyond the stated goals of the course

A- [3.7; 90 – <95%] Work of very high quality

B+ [3.3; 87 – <90%] Work of high quality that indicates higher than average abilities

B [3.0; 83 – <87%] Very good work that satisfies the goals of the course

B- [2.7; 80 – <83%] Good work

C+ [2.3; 77 – <80%] Above-average work

C [2.0; 73 – <77%] Average work that indicates an understanding of the course material; passable

Satisfactory completion of a course is considered to be a grade of C or higher.

C- [1.7; 70 – <73%] Passing work but below good academic standing

D [1.0; 60 – <70%] Below-average work that indicates a student does not fully understand the assignments;

Probation level though passing for credit

F [0.0; 0 – <60%] Failure, no credit

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

Grading Standards, continued

Graduate

A Work of exceptional quality

A- Work of high quality

B+ Very good work

B Good work; satisfies course requirements

Satisfactory completion of a course is considered to be a grade of B or higher.

B- Below-average work

C+ Less than adequate work

C Well below average work

C- Poor work; lowest possible passing grade

F Failure

Grade of W

The grade of W may be issued by the Office of the Registrar to a student who officially withdraws from a course within the applicable deadline. There is no academic penalty, but the grade will appear on the student transcript. A grade of W may also be issued by an instructor to a graduate student (except at Parsons and Mannes) who has not completed course requirements nor arranged for an Incomplete.

Grade of Z

The grade of Z is issued by an instructor to a student who has not attended or not completed all required work in a course but did not officially withdraw before the withdrawal deadline. It differs from an "F," which would indicate that the student technically completed requirements but that the level of work did not qualify for a passing grade.

Grades of Incomplete

The grade of I, or temporary incomplete, may be granted to a student under unusual and extenuating circumstances, such as when the student's academic life is interrupted by a medical or personal emergency. This mark is not given automatically but only upon the student's request and at the discretion of the instructor. A Request for Incomplete form must be completed and signed by student and instructor. The time allowed for completion of the work and removal of the "I" mark will be set by the instructor with the following limitations:

Graduate students: Work must be completed no later than one year following the end of the class.

Grades of "I" not revised in the prescribed time will be recorded as a final grade of "WF" (for Parsons and Mannes graduate students) or "N" (for all other graduate students) by the Office of the Registrar.

The grade of "N" does not affect the GPA but does indicate a permanent incomplete.

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

Divisional, Program and Class Policies

Responsibility

Students are responsible for all assignments, even if they are absent. Late assignments, failure to complete the assignments for class discussion and/or critique, and lack of preparedness for in-class discussions, presentations and/or critiques will jeopardize your successful completion of this course.

Participation

Class participation is an essential part of class and includes: keeping up with reading, assignments, projects, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

Attendance

Parsons' attendance guidelines were developed to encourage students' success in all aspects of their academic programs. Full participation is essential to the successful completion of coursework and enhances the quality of the educational experience for all, particularly in courses where group work is integral; thus, Parsons promotes high levels of attendance. Students are expected to attend classes regularly and promptly and in compliance with the standards stated in this course syllabus.

While attendance is just one aspect of active participation, absence from a significant portion of class time may prevent the successful attainment of course objectives. A significant portion of class time is generally defined as the equivalent of three weeks, or 20%, of class time. Lateness or early departure from class may be recorded as one full absence. Students may be asked to withdraw from a course if habitual absenteeism or tardiness has a negative impact on the class environment.

Whether the course is a lecture, seminar or studio, faculty will assess each student's performance against all of the assessment criteria in determining the student's final grade.

Canvas

Use of Canvas may be an important resource for this class. Students should check it for announcements before coming to class each week.

Delays

In rare instances, I may be delayed arriving to class. If I have not arrived by the time class is scheduled to start, you must wait a minimum of thirty minutes for my arrival. In the event that I will miss class entirely, a sign will be posted at the classroom indicating your assignment for the next class meeting.

Electronic Devices

The use of electronic devices (phones, tablets, laptops, cameras, etc.) is permitted when the device is being used in relation to the course's work. All other uses are prohibited in the classroom and devices should be turned off before class starts.

Motion Graphics Introduction - Syllabus

Fall 2017 PSAM 5440 SECTION A CRN: 2295

Divisional, Program and Class Policies - continued

Academic Honesty And Integrity

Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension from the university, or dismissal from the university.

Students are responsible for understanding the University's policy on academic honesty and integrity and must make use of proper citations of sources for writing papers, creating, presenting, and performing their work, taking examinations, and doing research. It is the responsibility of students to learn the procedures specific to their discipline for correctly and appropriately differentiating their own work from that of others. The full text of the policy, including adjudication procedures, is found at <http://www.newschool.edu/policies/#> Resources regarding what plagiarism is and how to avoid it can be found on the Learning Center's website: <http://www.newschool.edu/university-learning-center/student-resources/>

The New School views "academic honesty and integrity" as the duty of every member of an academic community to claim authorship for his or her own work and only for that work, and to recognize the contributions of others accurately and completely. This obligation is fundamental to the integrity of intellectual debate, and creative and academic pursuits. Academic honesty and integrity includes accurate use of quotations, as well as appropriate and explicit citation of sources in instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of faculty members and other students). Academic dishonesty results from infractions of this "accurate use". The standards of academic honesty and integrity, and citation of sources, apply to all forms of academic work, including submissions of drafts of final papers or projects. All members of the University community are expected to conduct themselves in accord with the standards of academic honesty and integrity. Please see the complete policy in the Parsons Catalog.

Intellectual Property Rights:

<http://www.newschool.edu/policies/#>