

Motion Graphics Techniques - Syllabus

PSAM 5441 SECTION A CRN: 2334 - SPRING 2018

Meeting Monday 9am - 11:40am Location: 63 5th Avenue Room: L101

Instructor: Nol Honig

Email: honign@newschool.edu

Office Hours: By Email

COURSE DESCRIPTION

Designed for students who have completed Motion Graphics 1, this course expands the world of motion graphics and visual effects to help students build precision, control and fluency of expression within time based digital environments. Students will gain a solid foundation of motion graphics and effects techniques that will support their creativity and enhance their digital skill-set. Complementary relationships between commercial and fine arts work will also be explored. Primary software used: Adobe After Effects.

COURSE PREREQUISITES

Open to: All university graduate degree students. Pre-requisite(s): 5440 Motion Graphics: Introduction.

LEARNING OUTCOMES

Students will understand the process of bringing a motion graphics project from the concept stage, through the design and animation stages, to the finished product. Students will broaden their aesthetic sense of design and animation, as well as their technical knowledge of After Effects.

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/or 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.

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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 = 15% 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. All work must be done by you.

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.

CLASS PARTICIPATION

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)
- *The Animator's Survival Kit*, by Richard Williams (Faber and Faber, 2001)

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.

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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 specific motion design project. The presentation will take about ten minutes, and be professional. Please discuss the work in detail, who made it, 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. Please choose from the list below, and do some research for the presentation.

LIST OF MOTION DESIGN WORKS FOR PRESENTATION:

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

1. "Good Books: Metamorphosis" by Buck
2. "American Gods Titles" by Patrick Clair
3. "La Effe Rebrand" by Nerdo
4. "Forms In Nature" by Chromosphere
5. "Dear Europe" by Pep Rally
6. "Netflix Branding : Motion" by Gretel
7. "The Blend Is Near" by Oddfellows
8. "FITC Tokyo Titles" by Ash Thorp
9. "Make It Better" by Sebas and Clim
10. "Gettysburg Address" by Adam Gault
11. "Sins" by Ariel Costa
12. "The Power of Like" by Vucko
13. "There Is Always a Way" by Dennis Hoogstad
14. "Mork" by Phil Borst
15. "Box" by GMUNK for Bot & Dolly
16. "Nautilus" by Colin Hesterly
17. "Costa Sunglasses: Fix Florida" by Giant Ant
18. "CNN Colorscope: Green" by JR Canest
19. "Stranger Than Fiction Opening" by MK12
20. "Francis Mallman on Growing Up" by Yaniv Fridman

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CLASS SCHEDULE, TOPICS & ASSIGNMENTS

January 22 - Class One: *Orientation*

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

In-Class Assignment: “Show Me What You Got”

Videos: Syllabus and Class Policies, Lesson 1 “The 12 Principles of Animation vs Motion Graphics Principles”

How to Render for this Class

PDF Handouts: Syllabus, Lesson 1 Notes and Tips

January 29 - Class Two

In Class: Look over homework and discuss improvements.

Videos: Lesson 2 “Energetic Exchanges and the Speed Graph”, Exercise 2 “Rube Goldberg Mini Golf”

PDF Handouts: Lesson 2 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 2 “Rube Goldberg Mini Golf”

February 5 - Class Three

In Class: Look over homework and discuss.

Videos: Lesson 3 “Bouncing and the Value Graph”, Exercise 3 “Four Bounces”

PDF Handouts: Lesson 3 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 3 “Four Bounces”

February 12 - Class Four

In Class: Look over homework and discuss.

Videos: Lesson 4 “Transitions, pt 1: Filling the Screen”, Exercise 4 “Network Breton Endpage ID”

PDF Handouts: Lesson 4 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 4 “Network Breton Endpage ID”

February 19 - NO CLASS: President's Day

Use this week to catch up on any homework you might have missed

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February 26 - Class Five

In Class: Look over homework and discuss.

Videos: Lesson 5 “Transitions, pt 2: On and Off Screen”, Exercise 5 “Punk Rock Transitions”

PDF Handouts: Lesson 5 Notes and Tips

Homework: After you watch the videos, move on to Exercise 5 “Punk Rock Transitions”

March 5 - Class Six

In Class: Look over homework and discuss.

Videos: Lesson 6 “Jitters and Textures”, Exercise 6 “Punk Rock Jitters”

PDF Handouts: Lesson 6 Notes and Tips

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

March 12 - Class Seven

In Class: Look over homework and discuss.

Videos: Lesson 7 “Faux 3D Facial Rigging”, Exercise 7 “Dopey the Bear”

PDF Handouts: Lesson 7 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 7 “Dopey the Bear”

March 19 - NO CLASS: Spring Break

Use this week to catch up on any homework you might have missed

March 26 - Class Eight

In Class: Look over homework and discuss.

Videos: Lesson 8 “Character Animation, pt 1”, Exercise 8 “Slappy Jump: Key Test”

PDF Handouts: Lesson 8 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 8 “Slappy Jump: Key Test”

April 2 - Class Nine

In Class: Look over homework and discuss.

Videos: Lesson 9 “Character Animation, pt 2”, Exercise 9 “Slappy Jump: Tweening and Finishing”

PDF Handouts: Lesson 9 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 9 “Slappy Jump: Tweening and Finishing”

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April 9 - Class Ten

In Class: Look over homework and discuss.

Videos: Lesson 10 “Animating Photographs”, Exercise 10 “Henges and Basketball”

PDF Handouts: Lesson 10 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 10 “Henges and Basketball”

April 16 - Class Eleven

In Class: Look over homework and discuss.

Videos: Lesson 11 “Tracking & Compositing” Exercise 11 “Three Tracking Challenges”

PDF Handouts: Lesson 11 Notes and Tips

Homework: After you watch all the videos, move on to Exercise 11 “Three Tracking Challenges”

April 23 - Class Twelve

Today we’re moving on to your final project, which is to animate a :30 second promo for the Network Breton show “Characters”. I will give you a basic script template to work from, a cut music track, and you will do the rest. Watch the Exercise 12 video and PDF handout for more details. **This is a three week project.**

Videos: Lesson 12 “Research, Freewriting and Style Frames”, Exercise 12 “Final Project, week 1”

PDF Handouts: Lesson 12 Notes and Tips, Job Brief

Homework: Watch all videos and move on to Exercise 12 “Final Project, week 1”

April 30 - Class Thirteen

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

Videos: Lesson 13 “Storyboarding”, Exercise 13 “Final Project, week 2”

PDF Handouts: Lesson 13 Notes and Tips

Homework: Watch all videos and move on to Exercise 13 “Final Project, week 2”

May 7 - Class Fourteen

We will use the full class time today to critique everyone’s design boards and animatics.

Videos: Lesson 14 “Boards to Animation”, Exercise 14 “Final Project, week 3”

Homework: Watch all videos and move on to Exercise 14 “Final Project, week 3”

May 14 - Class Fifteen

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.

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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

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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.

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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.

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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/#>