

WNM 663: Advanced Topics in Motion Graphics Fall 2013

Instructor: Meghan Newell
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9/10/13: Customizing Workflow

Lecture/Demo: Templates, customizing interface, reviewing workspace, masks, orientation, trimming comps in Timeline, scale, opacity, RAM preview, solids in animation, hotkeys, parenting layers to other layers, advanced animation technique preview - inertial bounce expression

Activity: Diagnostic exercise, animate a solid, review lecture

Assignment 1: *Optical Poem* Expand on in-class activity using reactions, music and tempo

discuss: Oscar Fishinger
current applications: Orbit, <https://vimeo.com/43831873>

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9/17/13: Motion Graphic Design

Lecture/Demo: Designing for motion, storyboarding, design concepts, colors, framing, telling the story of motion, examples of good templates and storyboards, key moments, variety from frame to frame, overall look of a board set

Activity: Review assignment, show work and class critique, reverse boarding activity, choose a topic and storyboard in class

Assignment 2: Complete storyboard assignment

discuss: Calcium75, IDEO, Glossary of Film Terms
framing - <https://vimeo.com/55227654>
infographia - <https://vimeo.com/album/1708007>
thesis application: <https://vimeo.com/15142335>

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9/24/13: Design to Production

Lecture/Demo: Animating and problem solving storyboards, creating animation techniques

Activity: Building a composition in after effects from storyboard

Assignment 3: Complete in class animation projects, find an image for next week

discuss: Motionographer

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10/01/13: 3d Camera Parallax

Lecture/Demo: Splitting layers in Photoshop, separating foreground elements, importing into AfterEffects, separate elements on Z axis, camera moves

Activity: Build a 3d composition in AfterEffects

Assignment 4: Complete in class assignment, start thinking about midterm

discuss: The "Ken Burns Effect" <http://www.youtube.com/watch?v=msFVTNQ16ZA>

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10/08/13: Green Screen Extraction [Building a personal style]

Lecture/Demo: green screen and blue screen techniques, demo footages being extracted, edge wrap and light wrap, growing and shrinking mattes, spill suppression
Creating a body of work, identifying studios and styles that inspire you, moodboards and inspiration files, pinterest boards

Activity: Complete sample key extracting

Assignment 5: Create a storyboard for the midterm project/Mobile Demo

discuss: <http://appscreens.tumblr.com/>

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10/15/13: Advanced Digital Techniques

Lecture/Demo: Cinema 4D model use and texturing, TurboSquid & web trove;

Activity: Begin animation for midterm project

Assignment 6: Complete first round of animation for midterm

discuss: Verizon - when to use a model and when to use a photo

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10/22/13: More Advanced Digital Techniques

Lecture/Demo: motion tracking, solo-ing layers, wildcard review

Activity: Demo, workshop on midterm

Assignment 7: Complete final midterm animation

reference: <http://www.youtube.com/user/apple?v=nvKyYeJJYwM>

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10/29/13: Advanced Animation Techniques

Lecture/Demo: Why Cinema 4d? Intro to program features

Activity: Demo and practice new techniques, review midterms and technique suggestions

Assignment 8: Complete in class assignment - texturing

discuss:

open text: <https://vimeo.com/55286326>

stuxnet: <https://vimeo.com/25118844>

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11/05/13: Advanced Comping Techniques

Lecture/Demo: Type in C4D, motext, use of reflections and vignettes, comping tricks of the trade, title design

Activity: Demo bringing C4d into PS

Assignment 9: Typography board assignment
discuss:

conference calls:

<https://vimeo.com/59226611>

pulp fiction type:

<http://www.youtube.com/watch?v=ywxL7HHCiyg>

love type:

<https://vimeo.com/59658192>

5 second projects: <http://greyscalegorilla.com/blog/five-second-projects/>

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11/12/13: More Animation Techniques

Lecture/Demo: C4d timeline animation

Activity: start typography animation assignment

Assignment 10: Typography animation assignment

discuss: the art of the title <http://www.artofthetitle.com>

peak oil: <https://vimeo.com/album/2160066/video/48399148>

u of dayton: <https://vimeo.com/32159519>

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11/19/13: Advanced Design

Lecture/Demo: Expectations and standards in professional design, self critique, professional presentation and art direction, plain effector in C4d, introduce storyboard sheets

Activity: wildcard review, storyboard pencil sketches

Assignment 11: Complete storyboard for final project

discuss: presentations, agency boards to studio boards

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11/26/13: Advanced Animation topics

Lecture/Demo: Creating realism in animation, using secondary animation and subtle techniques, review the 12 basic principles of animation, nesting objects to create complexity, tween types, adding complexity with individual elements, camera on spline

Activity: Present final storyboard projects, work on final animation

Assignment 13: Work on final animation, be prepared to discuss favorite plugins

discuss: Illusion of Life, Robert Penner Motion Tweens, Additional secondary animation, tween types, transitions

secondary animation: <https://vimeo.com/55286326> VS <https://vimeo.com/album/2160066/video/29684853>

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12/03/13: Advanced Animation

Lecture/Demo: Jobs in motion graphics, getting and keeping a job (submitting to producers, first hold and second hold system), reels, presenting portfolios

Tech: ease and whizz, Sure Target, expressions, Trapcode & plugins in After Effects overview

http://www.videocopilot.net/tutorial/sure_target_2/

Activity: Trapcode demo, wildcard review, work on final animation

Assignment 12: Work on final animation

discuss: Agencies

Mekanism

EVB

Westernized

Gun Shop

MG

www.bonfirelabs.com

www.gunshop.tv

www.westernizedproductions.com

www.corestudio.com

www.autofuss.com

www.alchemycreative.tv

<http://motionographer.com/jobs/>

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12/10/13: Advanced Rendering and Delivery

Lecture/Demo: Rendering for reviews using the right codec and optimizing compression, final delivery, keeping video uncompressed and clean, color correction, film effects, review bringing C4d into AE, Adobe Media Encoder

<http://moviesincolor.com>

<http://kuler.com>

<http://dribbble.com/>

http://www.adobe.com/devnet/adobe-media-server/articles/h264_encoding.html

Activity: Wildcard review, Color correcting footage and creating a look through color tones

Assignment 14: Complete final animation

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12/17/13: Final Presentations

Lecture/Demo: Review final presentation, class overview

discussion: putting it all together -- Motion feel, Presentation matters, it's about the type, know where you're going,

storyboard composition - photography as reference

Activity: Final animation presentation

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Midterm: 15-30 sec mobile demo

Final: Animated info graphic

Grade Breakdown:

25% Assignments
20% Midterm
25% Final
30% Participation/Attendance