

Digital Design 305 – After Effects
Professor TBA

Meets: TBA
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Course description:

This course is an introductory After Effects class designed to develop fluency in visual expression within time based digital environments. Students will gain a solid foundation in motion graphic and effects techniques that will enhance their creative expression. Complimentary relationships between commercial and fine arts work will also be explored.

Course objectives:

Students who successfully complete this course will have:

- Improved working knowledge of the After Effects Interface
- Strong understanding of Linear & Trailing Effects
- Improved Image Correction Tool techniques
- Improved Stylizing techniques
- Skills for working in conjunction with other Adobe software such as Photoshop
- Understanding of and ability with Transitional Effects
- Skills for animating and creating basic broadcast quality animations
- Improved presentation style & techniques

Credit Hours:

3 hours

Pre-requisites:

- DD101: Introduction to the Digital Toolbox
- DD102: Media Design in the Digital Age
- DD113: Introduction to Motion Graphics

Strongly suggested:

This class has been designated as web-enhanced. Many of the required tasks will be performed on-line. In addition, many of the research assignments will require the use of library databases. It would be an advantage if students had:

- Familiarity with the Internet;
- Access to the Internet from home or elsewhere
- An active email account.

Grading:

Final Project	40
Exercises	40
Participation	20
Total	100

Grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-50	F

There is no R grade in this course.

Due dates:

Late assignments will not be accepted without a physician or counselor's note.

After Effects (AEF) assignments:

This course will be an organic mix of lecture and practice with the professor working to explain the concepts, give examples, and also oversee how well students grasp the concepts discussed as they work on assigned projects. There will be four exercises and one Final project spread over the course of 15 weeks.

Assignment	Type	Date	Graded Points
Impossible Scene	Studio/ Take-home	E1	10
Favorite Artist	Studio/ Take-home	E2	10
Revisit Favorite Artist	Studio/ Take-home	E3	10
Revisit Favorite Artist Again	Studio/ Take-home	E4	10
Final Project	Studio/ Take-home	P	40
Total			80

Notes on the grading criteria:

Work will be evaluated according to the following criteria:

- Mastery of the concepts
- Understanding of issues introduced
- Originality of approach
- Presentation
- Participation

The AEF assignments:

What follows are brief descriptions of the AEF projects students will undertake over the course of the term. Detailed instructions will be provided in-class by the instructor. Without a physician or counselor's note, late assignments will not be accepted and so will receive a grade of 0.

Impossible Scene: Create a 10-20 second piece depicting something you consider impossible. Prepare to present for class.

Favorite Artist: Alter the look of normal video that you shoot using color correction techniques based on the influence of your favorite artist. Prepare to present for class.

Revisit Favorite Artist: Apply this weeks techniques to the Favorite Artist exercise and present to class.

Revisit Favorite Artist Again: Apply this weeks techniques to the last weeks exercise and present to class.

Final Project: Over the last five weeks of class storyboard, create, present and defend one of the following 60-90 second projects:

- An animated poem .
- A piece inspired by a currency note.
- A public service announcement (PSA)
- An animated children's story

This project should include still images, text, live footage, and sound design.

Project Specs:

- All storyboards and style frames must be prepared as digital files to project on screen. (No paper presentations please, too hard for everyone to see).
- Master project files should be prepared at: 720x540 (NTSC D1, square pixels), or for DV video based projects: 720x480 (NTSC DV, rectangular pixels). Either way, be sure to use 29.97 fps, 44.1 Khz 16 bit audio, Quicktime format.
- For in-class presentations, please render all files at Sorenson 3 or H264 codec for smooth playback on classroom computer.
- Save all project files. All files will be re-rendered at Animation codec for final delivery.

Participation:

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 20 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 7 participation points will be deducted. Tardy students will have 2 participation points deducted. More than three absences amount to a failure, as a student may not earn less than 0 participation points.

Academic policies (from Catalogue):

Hostos Community College believes that developing a student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

Ethical Use of Content

Students are advised to exercise caution in using digital material downloaded from the Internet in producing their own educational multimedia projects, because there is a mix of works protected by copyright and works in the public domain on the network. Access to works on the Internet does not automatically mean that these can be reproduced and reused without permission or royalty payment and, furthermore, some copyrighted works may have been posted to the Internet without authorization of the copyright holder.

Fair use guidelines for educational multimedia

Students may incorporate portions of lawfully acquired copyrighted works when producing their own educational multimedia projects for a specific course.

General guidelines include:

- Up to 10% or 3 minutes, whichever is less, in the aggregate of a copyrighted motion media work may be reproduced or otherwise incorporated as part of a multimedia project.
- Up to 10% or 1000 words, whichever is less, in the aggregate of a copyrighted work consisting of text material may be reproduced or otherwise incorporated as part of a multimedia project created under Section 2 of these guidelines. An entire poem of less than 250 words may be used, but no more than three poems by one poet, or five poems by different poets from any anthology may be used. For poems of greater length, 250 words may be used but no more than three excerpts by a poet, or five excerpts by different poets from a single anthology may be used.
- Up to 10%, but in no event more than 30 seconds, of the music and lyrics from an individual musical work (or in the aggregate of extracts from an individual work), whether the musical work is embodied in copies, or audio or audiovisual works, may be reproduced or otherwise incorporated as a part of a multimedia project. Any alterations to a musical work shall not change the basic melody or the fundamental character of the work.

- The reproduction or incorporation of photographs and illustrations is more difficult to define with regard to fair use because fair use usually precludes the use of an entire work. Under these guidelines a photograph or illustration may be used in its entirety but no more than 5 images by an artist or photographer may be reproduced or otherwise incorporated as part of an educational multimedia project. When using photographs and illustrations from a published collective work, not more than 10% or 15 images, whichever is less, may be reproduced or otherwise incorporated as part of an educational multimedia project.
- Up to 10% or 2500 fields or cell entries, whichever is less, from a copyrighted database or data table may be reproduced or otherwise incorporated as part of a educational multimedia project created under Section 2 of these guidelines. A field entry is defined as a specific item of information, such as a name or Social Security number, in a record of a database file. A cell entry is defined as the intersection where a row and a column meet on a spreadsheet.

Students are reminded to credit the sources and display the copyright notice © and copyright ownership information if this is shown in the original source, for all works incorporated as part of the educational multimedia projects. Crediting the source must adequately identify the source of the work, giving a full bibliographic description where available (including author, title, publisher, and place and date of publication). The copyright ownership information includes the copyright notice (©, year of first publication and name of the copyright holder).

Cheating (from Catalogue):

In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

Plagiarism (from Catalogue):

Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work, as one's own constitutes an act of plagiarism.

Bribery (from Catalogue):

In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

College attendance policy (from Catalogue):

Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent. Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, the instructor will consider change of program, or extenuating circumstances on an individual basis. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

NOTE:

- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.

Course schedule:

Readings must be completed for each class. Not all assigned texts will be discussed in class or covered in the class lectures.

CLASS	WHAT IS DUE	ROOM	TOPIC	WATCH AND/OR READ FOR CLASS
1		TBA	Discussion: Class Introduction AE Review Animation Studios	No Reading
2		TBA	Discussion: Linear + Trailing FX: Stroke Vector Paint Write-On Echo	Begin viewing journal or blog of interesting techniques and elements around you
3	E1	TBA	Discussion: Exercise Review Levels, Colorama, Change Color, Leave Color, Gamma/ Pedestal/Gain, Tint, Extract	Viewing journal/blog Check out www.designinmotion.com
4	E2	TBA	Discussion: Exercise Review Stylizing Footage: Bulge, Spherize, Bezier and Mesh Warp. Glow, Outputting as Filmstrip into Photoshop for more effects.	Viewing journal/blog Check out www.creativecow.com
5	E3	TBA	Discussion: Exercise Review Transitional effects: Stylish transition from layer to layer. Blurs, Levels, Gradient. Transitions, Channel Blend.	Viewing journal/blog

6		TBA	Discussion: Exercise Review 3D Layers: Setting up layers in 3D space. Using Nulls to group layers. Final Project.	Viewing journal/blog
7		TBA	Discussion: 3D Camera Animation: 3D cameras. Breaking Cameras. Pre-composing 3D comps	Viewing journal/blog
8		TBA	Discussion: Final Project Concept Presentations	Viewing journal/blog
9		TBA	Discussion: 3D continued: Using Lights, Casting Shadows, Material Options. Final Project Storyboards	Viewing journal/blog Check out www.mograph.com
10		TBA	Discussion: Displacement Maps + Fractal Noise. Texturizing footage	Viewing journal/blog
11		TBA	Discussion: Final project Animatic Review	Viewing journal/blog
12		TBA	Discussion: Sound Design essentials	Viewing journal/blog
13		TBA	Discussion: Final Project Sound Design Review	Viewing journal/blog
14		TBA	Work Day / One-on-One Review	Viewing journal/blog
15	P	TBA	Final Project Presentation & Critique	Viewing journal/blog

COURSE ID	-
PASSWORD	-