

**Summer Quarter 2011 Syllabus**

**Course Title:** Production Fundamentals

**Course Number:** CA1400, section C1

**Course Description:** This course is designed to introduce students to the world of computers through lecture and laboratory sessions. Lectures will introduce the conceptual framework of computer systems, as well as the implications of computer technology in our contemporary environment. The laboratory sessions will provide hands-on training on a specific computer system and will teach functions within a computer environment to complete projects.

**Pre-Requisite(s):**

**Co-Requisite(s):**

Prerequisite: None.

[Course(s) to be taken at the same time as this course : None.

**Meeting Times and Location:** Tuesday and Thursday, 2:00 – 4:50 pm, (with appropriate breaks), Room 305, Pence

**Instructor Name & Contact Information:** Steve Paul  
612-965-1816  
[sdpaul@aii.edu](mailto:sdpaul@aii.edu)  
[www.stevepaul.com](http://www.stevepaul.com)

If you are unable to reach me, you may call your Academic Director at 612-656-7600. My mailbox is in room 341, in the cubby under my last name.

**Office Hours:** *Tuesday and Thursday, 12 – 1:30pm, room 303, LaSalle*  
Pre-arranged appointments are encouraged.

**Course Length:** 11 Weeks

**Instructional Contact Hours:** 60 (20-lecture, 40-lab)

Quarter Credit Hour

All course work at Ai Minnesota is measured in quarter credits. One-quarter credit is awarded for each 10 classroom contact hours of lecture, 20 classroom contact hours of laboratory instruction, or 30 contact hours of internship. One classroom contact hour is defined as 50 minutes within a 60-minute period.

*A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:*

- (1) *One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or*
- (2) *At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of*

*credit hours.*

**Credit Value:** 4 Quarter Credits

<b>Course Competencies:</b>	<p>The Student will:</p> <ul style="list-style-type: none"> <li>• Demonstrate keyboard skills</li> <li>• Demonstrate use of operating systems and general computer terminology</li> <li>• Demonstrate use of elementary word processing, spreadsheet and data base skills</li> <li>• Demonstrate awareness of computer applications as they exist within students' chosen area of concentration</li> </ul> <p>Demonstrate of multimedia computer capabilities and applications</p>
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**Required Materials:**

- Notebook or Sketchbook
- Pen or pencil
- removable storage (Portable hard drive preferable, flash drive, blank CD or DVD-ROMs, etc.)

Digital Tutors subscription (this is offered for free to all students through the library website).

**Technology Needed:** Computer, printer, Internet access, AIM email account.

**Instructional Methods & Resources:** This course will challenge you to develop professionally-relevant knowledge and skills. Course information will be presented in many forms, including lecture, class discussion, demonstration, case studies, simulations, field projects, and studio or lab projects. Students will use library and community resources, including research and reference materials, gallery exhibitions, industry events, and guest speakers. Materials can be obtained from other libraries using the interlibrary loan program.

**Estimated Homework Hours:** At least 4 hours per week. There is no way to anticipate how many hours it takes to come up with a great idea, so get your work done early. Procrastination will not help you!

**STUDENT EVALUATION AND GRADING**

Successful professionals require a supportive environment. In-class discussions and/or critiques of other students' work and ideas is a chance to help each other grow as conceptual and critical thinkers.

Student Evaluation:	<i>Course Activities</i>	<i>Points Available</i>
	Student Bio & Presentations (MS Word and Powerpoint)	10
	Image Manipulation (Photoshop)	5
	Digital Painting – Shapes (Photoshop)	5
	Digital Painting – Character Assignment (Photoshop)	5
	Photoshop Presentations – (Photoshop and Powerpoint)	5
	Portfolio Website – (Dreamweaver)	15
	3D Modeling – (3DS Max)	15
	Animation/VFX- Final Project – (After Effects)	15
	Word of the Day	30
	Professionalism/ Class Participation	25
		Total: 130 points

<i>Points Distribution</i>	GRADING SCALE	
		<b>A</b>
Student Bio & Presentations 10%	<b>A-</b>	<b>92 – 90%</b>
Image Manipulation 5%	<b>B+</b>	<b>89 – 87%</b>
Shapes and Digital Painting (2 assignments) 10%	<b>B</b>	<b>86 – 83%</b>
Photoshop Presentation 5%	<b>B-</b>	<b>82 – 80%</b>
Portfolio Website 15%	<b>C+</b>	<b>79 – 77%</b>
3D Modeling 15%	<b>C</b>	<b>76 – 73%</b>
Animation/VFX- Final Project 15%	<b>C-</b>	<b>72 – 70%</b>
Word of the Day 30%	<b>D+</b>	<b>69 – 67%</b>
Professionalism/ Class Participation 25%	<b>D</b>	<b>66 – 60%</b>
	<b>F</b>	<b>Below 60%</b>

**MILESTONE:** This is a milestone course for Advertising students. This means students must earn a final grade of C or better to pass.

The academic programs at Art Institutes International-Minnesota are designed to prepare you for your future career. Your future will be wrought with deadlines and time clocks, so this class will require real world punctuality. If you are absent or late for class, you will not be able to make up points associated with in-class activities, including quizzes, tests, presentations, and critiques. Tardy students are responsible for making their presence known to the instructor at an appropriate time. (See the Attendance Policy below for more information.)

Homework and other preparatory work must be done before class meets and is due immediately at the beginning of class, unless the instructor publishes other requirements.

**A WORD ON DEADLINES - LATE work is not acceptable.** In the business world, deadlines are rarely pushed back. Work submitted after deadline will earn 0 points. Your instructor may make an exception in cases of severe

personal illness or death in the family. Technology, transportation, relationship, and childcare problems are not the basis for an exception.

Because group effort may be required, attendance is mandatory. Unexcused absences will result in a lower grade. Excused absences may be permitted, but students are expected to let the instructor know in advance. If you miss a particular class, it is also your responsibility to contact a peer (or peers) to get notes and any assigned work.

You may be evaluated individually and as a member of a team on a variety of learning experiences. Different testing methods afford you diverse opportunities to demonstrate your skills and knowledge, including field assignments, tests, presentations, papers, projects, quizzes and more. Final grades will be determined by scores on your individual assignments, assessments, and classroom participation. Your final grade may also be influenced by group-based activities.

If you disagree with a grade in this course, you may take these steps:

- Step 1. Make an appointment with me to discuss your situation. Bring your graded work, the assignment sheet and this syllabus to the meeting. If you feel the issue is not fully addressed, proceed to
- Step 2. Submit a written appeal to me, explaining why you believe your grade is wrong. You should justify your opinion with information from the assignment sheet and/or syllabus. If you feel the issue is not fully addressed, proceed to
- Step 3. Make an appointment to discuss your concerns with your Academic Director. If you feel the issue is not fully addressed, proceed to
- Step 4. Submit a written account to the Dean of Academic Affairs. The written account should indicate your name, phone number, and ID#, and discuss the steps you have taken to remedy the situation. The Dean may convene an appeals committee. Be prepared to produce your graded work, the assignment sheet and this syllabus.

## ACADEMIC POLICIES

**Discrimination Policy** It is AI Minnesota policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, please contact Valerie Johnson, 612-656-6866 [vsjohnson@aii.edu](mailto:vsjohnson@aii.edu), or visit Pam in Pence room 209. Any accommodations will be authorized by Valerie or her designee—no exceptions.

**Student Assistance Program** The college provides confidential short-term counseling, crisis intervention, and community referral services through the Wellness Corporation Student Assistance Program (SAP), <https://artinstitutes.personaladvantage.com>, for a wide range of concerns, including relationship issues, family problems, loneliness, depression, and alcohol or drug abuse. Services are available 24 hours a day, 7 days a week, at 1.800.326.6142. The Student Affairs office also offers programs on mental health-related topics each quarter. If you have any questions regarding counseling services, please contact the Office of Student Affairs at 612-656-6866.

**Attendance** Regular, on-time attendance is both courteous and professional. The Art Institutes International Minnesota expects students to demonstrate professionalism by attending all classes as

scheduled, arriving on time, and remaining for the full duration of the class. Outside employment should not be scheduled during class hours.

Students should be aware that even if there is no “attendance” grade per se for a class, it is difficult to succeed in class without regular, on-time attendance. Individual faculty may determine the impact, if any, of absences on grades. The Art Institutes International Minnesota supports the attendance policy for each class as it is described in the syllabus. The full AiM attendance policy is found in the Student Handbook.

### **Academic Dishonesty**

At the Art Institutes International Minnesota, plagiarism is a cumulative offense; each act of plagiarism is documented in the student’s academic record until degree completion. Violations of this policy will be handled in accordance with the disciplinary procedures outlines in the Student Code of Conduct Policy.

Examples of plagiarism include paraphrasing an original document or piece(s) of an original document and not citing the original author’s name and publishing year, using direct quotes from an original document and not citing the original author’s name and year, and using written documents, still or moving images, original ideas, research information, audio samples and music clips, and failing to cite the original author’s name and publishing year.

Cheating is the action to deceive or alter the perception regarding the author or originator of student work and is a violation of the Student Code of Conduct. Cheating includes the duplication of written or electronic assignments, exams or documents either in whole or in part and submitted as an original piece of work; the exchange of answers with others either giving answers or receiving answers during an in-class assignment, test or exam, or take-home assignment or exam.

Typical disciplinary sanctions for a first offense of plagiarism or cheating includes automatic failure of the assignment/exam with no opportunity to re-do or make up the plagiarized/cheating work. Sanctions for the second offense include automatic failure of the course. Subsequent incidents will result in dismissal from the school. [From the 2010/2011 AiM Student Handbook section on Academic Integrity, beginning on pages 31-32.]

## **CLASSROOM COURTESIES AND PROFESSIONAL EXPECTATIONS**

### **Collaboration and Communication**

The learning environment should provide a business-like approach to getting the job done, so any behavior that would be deemed as inappropriate for the typical work environment will put the student at risk. Examples include disrespectful language, passive-aggressive behavior, lack of commitment to personal or team success, and any other behaviors that disrupt the learning environment for other students. Additionally each team member is responsible for the academic integrity of the group.

**YOU MUST USE YOUR SCHOOL EMAIL ACCOUNT**, or forward your school email to another personal account. You must be able to accept and respond to email on a daily basis.

### **Academic Resources**

**YOU ARE ACCOUNTABLE FOR REQUIRED ACADEMIC SKILLS.** Successful students possess course-appropriate reading comprehension, critical thinking, research, writing, presentation, and communication skills. If you or your instructor determine that you have a

need for additional resources beyond those offered in class, there are several options available to you.

- **The Academic Achievement Center** is located in room 320 (across from the Academic Advising office). The Academic Achievement Center houses peer tutors in program areas and general education.
- **The Interior Design Skills Center** houses Interior Design peer tutors and general education. The Skills Center is located in room 011, in the basement of the LaSalle building.

Peer tutors assist students with subject/content area academic support, as well as, study skills and organizational tips. Peer tutors are current AIM students in good academic standing-(a CGPA of 3.5) with a desire to assist others in their academic progress. All peer tutors receive mandatory tutor training.

Students (tutees) who seek academic support may visit each of the centers to receive tutoring assistance in a wide variety of subject areas. Each tutor schedule (located outside of the center door) identifies the tutor and their specific areas of expertise. Some Peer tutors also serve as Teaching Assistants, where their role is to work alongside an instructor during lab/group hours of a class.

- **Academic Advising** is located in room 316 in the LaSalle building. Academic Advisors are available to assist you in identifying areas or patterns of academic weaknesses, and to put into place any support resources a student may need.

You are also responsible for executing tutorial recommendations made by your instructors. Remember, your instructors and Academic staff are here to help you find the resources you need.

- **The Library** is located on the second floor in the LaSalle building. The library is open 79 hours per week and is currently processing an average of 5,000 circulation transactions per month. The collection is comprised of books, newspapers, journals and magazines, videos, DVDs, and CDs that support the curricula. The collection currently numbers over 23,000 volumes with and an additional 189 periodical subscriptions. Materials also include royalty-free music/sound effect CDs, art history and interior design slides, and copies of computer software manuals utilized within the College. Textbooks and reserve materials are available for in-house use, and many academic and industry databases are available, including WilsonWeb, Proquest, AccuNet / AP, Gettyimages, Electronic Library for Minnesota, Grove Art Online, Hoover's Online and Oxford Reference Online.

#### **Student Life**

The Student Affairs Office is located in room 209 in the Pence building. There you can find information, services and program that can help you to extend and integrate academic content and life experiences.

#### **Community Resources**

This course will engage community resources, including local libraries, galleries, exhibitions, guest speakers and industry tours. Your active participation is important and expected.

Add Other Items to Note:

Holidays for Summer Quarter when the college will be closed are Labor Day only (9/5/11)  
Otherwise the school is open and classes run—this includes weekends.

## Weekly Course Schedule

This schedule is subject to change!

<u>Week</u>	<u>Class 01</u>	<u>Class 02</u>
01	<p>Hour 1: Introduction to AIM and the class. Student Team Bio Presentation assignment given.</p> <p>Hour 2: Small team peer interviews, fill out the Student Bio Word document.</p> <p>Hour 3: Work on Team Bio PowerPoint Presentation, <u>Student Bio Word Document due</u></p>	<p>Hour 1: <u>Team Bio PowerPoint presentations</u></p> <p>Hour 2: Introduction to Photoshop and demonstration of re-touching photographs. Photoshop Presentation and Mug Shot assignments given and explained.</p> <p>Hour 3: Work on Mug Shot.</p>
02	<p>Hour 1: Demonstration of use of Digital Painting in Photoshop. Geometric Shapes assignment given.</p> <p>Hours 2 &amp; 3: Work on Mug Shot, Geometric Shapes, and Photoshop PowerPoint.</p>	<p>Hour 1: Demonstration of prepping and painting a image digitally in Photoshop. Digital Painting assignment given.</p> <p>Hours 2 &amp; 3: Work on all Photoshop assignments.</p>
03	<p>Hour 1: In Progress Critique of Photoshop Projects.</p> <p>Hour 2: Demonstration of techniques needed for Character Assignment.</p> <p>Hour 3: Work on finishing all Photoshop assignments.</p>	<p>Hour 1 &amp; 2: <u>All Photoshop assignments due. Photoshop presentations given.</u></p> <p>Hour 3: Introduction to <i>Dreamweaver</i>, and demonstration of file organization for websites. Portfolio Website assignment given.</p>
04	<p>Hour 1: Discussion on professional portfolio websites. Demonstration on creating a website using tables in Dreamweaver.</p> <p>Hours 2 &amp; 3: Work on Portfolio Websites.</p>	<p>Hour 1: Discussion of what to have in your portfolio. Demonstration of Photoshop and Dreamweaver integration.</p> <p>Hours 2 &amp; 3: Work on Portfolio websites.</p>
05	<p>Hour 1: Demonstration of creating buttons and embedding videos into a website.</p> <p>Hours 2 &amp; 3: Work on Portfolio website.</p>	<p>Hour 1: In-progress Critique</p> <p>Hours 2 &amp; 3: Work on Portfolio website.</p>
06	<p>Hour 1: Introduction to 3D Room assignment and demonstration of orthographic drawings.</p> <p>Demonstration and Introduction to the 3DS Max interface, basic <i>Modeling</i> with primitives.</p> <p>Hours 2 &amp; 3: Work on Portfolio Website.</p>	<p>Hour 1: <u>Portfolio Website due. Small group peer critiques, Presentation of exemplars to the entire class.</u></p> <p>Hours 2: Review of modeling with primitives, demonstration of working with modifiers.</p> <p>Hours 3: Work on 3D Room</p>

07	Hour 1: Review and demonstration of working with splines and using lathe, loft, shell & extrude. Hour 2 & 3: Work on 3D Room.	Hour 1: Demonstration of Materials Editor and basic UVW mapping. Hour 2: Demonstration of creating textures in Photoshop and importing them into 3ds Max. Introduction to texture maps. Hours 2: Work on 3D Room.
08	Hour 1: Demonstration of Cameras, Lighting, and Rendering Techniques Hour 2 & 3: Work on 3D Room.	Hour 1: <u>3D Room Presentations given.</u> Hour 2: Compositing assignment given. Groups are assigned. Hour 3: Work in teams on pre-production.
09	Hour 1: Introduction to After Effects interface and demonstration of keyframing using a bouncing ball animation in After Effects Hours 2 & 3: Work in Teams on Compositing project.	Hour 1: Demonstration of importing and editing footage and nesting compositions. Hours 2 & 3: Shooting footage and creating content for final project.
10	Hour 1: Demonstration of effects in After Effects. Hours 2 & 3: Work in Teams on Compositing project.	Hour 1: Demonstration of rendering in After Effects. Hours 2 & 3: Work on final projects.
11	Hours 1, 2 & 3: Work on final projects.	<u>Hours 1-3: Compositing team\After Effects presentations, final review.</u>

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