

Summer Quarter 2010 Syllabus

Course # Course Name: VE2486 Broadcast Graphics

Meeting Times and Location: Tuesdays and Thursdays , 8:00AM – 11:00AM (with appropriate breaks) Room 233

Instructor Name & Contact Information: Steve Paul
Phone: 612-965-1816
Email: sdpaul@aii.edu,
Web site: www.stevepaul.com
My mailbox is in room 341, in the cubby under my last name.

Office Hours: Monday/Wednesday, 11-2, or by appt.

Course Description: This course introduces techniques in type design and animation using compositing software. Emphasis is on design, storytelling and technical precision. Prereq. VE1438 Computer Graphics.

Course Length: 11 Weeks

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

Credit Value: 4 Quarter Credits

Course Competencies: The student will:

- Demonstrate proficiency of basic computer terminology and functions.
- Explain basic interface.
- Utilize network for copying and saving files.
- Demonstrate proficiency with multi-file format, multi-platform integration techniques.
- Import and export specific file formats and file sizes.
- Create and utilize built in alpha channels and mattes.
- Demonstrate proficiency with basic keyframing techniques.
- Define the concept of timeline based editing.
- Explain timing and altering layers over time.
- Illustrate the use of layers and how they relate to one another.

Required Materials: **Digital Storage – preferably a large external hard drive with firewire connection.**

Required Web sites:

www.videocopilot.net

www.motionographer.com

Recommended Book:

Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 4th Edition (Paperback) by Chris Meyers, Trish Meyers

Technology Needed: Provided by school, Adobe After Effects, Photoshop, Illustrator, Maya

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!

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:	Course Activities	Points Available
	Assignment 1: Meaning of Words	05
	Assignment 2: Music/Sound	15
	Assignment 3: Title Sequence	25
	Assignment 4: Final Project	35
	Class Participation	20

Points Distribution	GRADING SCALE	
Assignments 80%	A	100 – 93%
Class Participation 20%	A-	92 – 90%
	B+	89 – 87%
	B	86 – 83%
	B-	82 – 80%
	C+	79 – 77%
	C	76 – 73%
	C-	72 – 70%
	D+	69 – 67%
	D	66 – 60%
	F	Below 60%

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.

A WORD ON DEADLINES - 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 Becky Lothe, 612-656-6866, rlothe@aii.edu, or visit Becky in Pence room 209. Any accommodations will be authorized by Becky—no exceptions.

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 2008/09 AiM Student Handbook section on Academic Integrity, beginning on page 35.]

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.

Weekly Course Schedule

This schedule is subject to change!

	Day	Topics	Activities
Week 01			
	01	Introduction to class, Class Expectations: Attendance, Participation, etc. Visual Storytelling discussion, discuss meaning of text related to motion.	Assignment 1 given.
	02	Recognizing a shot, Composition and Framing Skill Development through classroom demonstrations and inspirational materials.	Assignment 01 Due. Grade Value: 5 points Assignment 02 given.
Week 02			
	01	In class critique. One-on-one assistance with design/animations.	Music/Sound source and Style sheets due for Assignment 02. Grade Value: 5 points
	02	Presentation of Music/Sound Draft 01. Explain timing and altering layers over time.	Assignment 02 Draft 01 due. Grade Value: 2.5 points
Week 03			
	01	One-on-one assistance with design/animations. Skill Development through classroom demonstrations. Presentation of assignment 2, Draft 2.	Assignment 02 Draft 02 due. Grade Value: 2.5 points
	02	Techniques demonstrated by student through research and problem solving.	Assignment 02 due. Grade Value: 5 points. Assignment 3 given.
Week 04			
	01	Discuss target audience, client expectations for assignment 3.	
	02	Skill Development through classroom demonstrations.	Assignment 03 Style sheets due. Grade Point Value: 5 points
Week 05			
	01	Work session. One-on-one assistance with design/animations.	

	02	Review of storyboards. One-on-one assistance with design/animations. Skill Development through classroom demonstrations.	Assignment 03 Draft 01 due. Grade Point Value: 10 points.
Week 06			
	01	Review. One-on-one assistance with design/animations. Observe trends in treatment of text, color and how it relates to message of product.	
	02	Class critique of assignment 3. One-on-one assistance with design/animations.	Assignment 3 final due. Grade Point Value: 10 points. Assignment 4 given.
Week 07			
	01	Work session. One-on-one assistance with design/animations. Skill Development through classroom demonstrations.	
	02	Concept development, how design and motion relate to it.	Assignment 4 pitch and thumbnails due. Grade Point Value: 5 points.
Week 08			
	01	Review of storyboards. Visual problem solving and troubleshooting related to design.	
	02	Review of animatics. Visual problem solving and troubleshooting related to motion.	Assignment 4 animatics due. Grade Point Value: 5 points.
Week 09			
	01	Class critique, One-on-one assistance with design/animations. Skill Development through classroom demonstrations.	
	02	Class critique, draft 1 of assignment 4. Review discussion on design, motion and composition.	Assignment 4 Draft 1 due. Grade Point Value: 5 points.
Week 10			
	01	Work session. One-on-one assistance with design/animations.	

	02	Work session. One-on-one assistance with design/animations. After Effects techniques.	Assignment 4 Draft 2 due. Grade Point Value: 10 points.
Week 11			
	01	Review discussion on motion concepts, use case studies to demonstrate changes along the quarter.	
	02	Final presentation of all work finished in class. Copy of "demo" provided for instructor.	Assignment 4 Final due. Grade Point Value: 10 points.