

Design III - ART 340

Spring 2007 MW 6-9 PM 132 Gatewood

Prof. Seth Ellis 230 Gatewood 334-5753 ssellis@uncg.edu

COURSE DESCRIPTION

Design III is an intermediate design course in motion graphics. It is a prerequisite for all 400 and 500-level courses. **Prerequisites:** Design I and II.

This course builds on the technical skills and conceptual knowledge students should have from Design II. Students will create motion graphics in Adobe AfterEffects and Macromedia Flash, using both bitmaps and vector graphics. Photoshop and Illustrator will be used to create and manipulate images; the students should be familiar with these applications.

We will also take a look at some readings about moving images; reading and discussing these works will be a vital part of the courses. Students are expected both to maintain a consistent level of quality work, and to participate in ongoing classroom discussions of work and readings.

The classroom and course schedule

The course is divided into two halves; in the first we will work with AfterEffects, in the second, Flash. Each section of the course will begin with introductory demos and exercises, discussing artistic strategies as well as the capabilities of the software.

Collaboration, discussion and the exchange of ideas are crucial to the process of the course.

The course

AfterEffects

An introduction to time as an artistic material. What relationship do images form when they occur one after another? How can we shape and form the relationships between sequential images to form a coherent, communicative work with a beginning, a middle and an end? How does continuous motion differ in effect from a sequence of images?

Exercise 1 (1 week): synesthesia. Make a visual, animated representation of three separate sounds.

Project 1 (3 weeks): Text and layers. Create a single animation that begins with a shot of a single word, and ends with a shot of the same word. What happens inbetween is up to you, but it must evoke or represent the word in some way.

Project 2 (3 weeks): photo sequence. Create a dream sequence using only a series of still

photos.

Flash

Flash is software meant to create both animations and interactive environments specifically for the Web. In this project we will pay attention to the user's experience of an animation, including load time, the framing of the animation, etc.

Exercise 1 (one week): create an animation that accompanies (rather than representing) a single sound.

Project 1 (3 weeks): characters and motivation. Design a single "character," or avatar, that has both internal and external motion; build it in Flash. Animate this character in three different environments.

Project 2 (3 weeks): create an animation in Flash (possibly, but not necessarily, with some interactivity) that explores, represents, or evokes a physical place.

Software

Adobe AfterEffects 6.5
Macromedia Flash MX 2004
Photoshop and Illustrator

Readings

Some readings will be distributed in class.

Technical resources

These books are not required, but recommended.

Visual QuickStart: AfterEffects

Visual QuickStart: Flash

Images and other materials

All images, sounds, or other materials used in course projects must be either created by the student, in the public domain, or used by the student with permission of the copyright holder. Public domain describes materials whose copyright have lapsed, or that have been licensed for public use. For a current description of the term of copyright, links to free-license material, and other copyright information, see the links below.

http://www.copyright.cornell.edu/training/Hirtle_Public_Domain.htm

<http://creativecommons.org/>

Storage and Presentation

The course will have a dedicated folder on Network Storage. This folder is for *finished projects only*. Students should store working files on their own storage medium. I strongly recommend acquiring an external hard drive or other storage device, if you don't have one already. Please limit the use of Network Storage as much as possible; keep in mind that the server sometimes goes down on weekends, making working files unavailable at unfortunate times. This has happened enough this year that, although we hope it won't happen again, students should be prepared. Server-crash issues will not be accepted as an excuse for late work.

Technical problems

Macromedia Flash in particular is a very powerful application, but it will sometimes crash without warning. *Always save your work frequently* while it's in process. It's also a good idea to save multiple versions of the same project, so that there is always a recent backup. Like server-crash problems, application-crash problems are not an excuse for missing critique.

Grading

Final projects: 20% each (80% total)

Exercises: 10%

Participation in class and critiques: 10%

Work that meets the absolute technical minimum gets a D; work in which the artist moves beyond the assignment and finds ways to challenge themselves, technically and conceptually, gets an A.

Other requirements

Students are expected to be self-motivating, to explore and do research on their own as well as in the allotted class time.

Attendance is mandatory; so is being on time, with all materials, ready to work. Two unexcused absences are permitted; more absences will result in the loss of half a grade per absence. Complete participation in the work, in discussions, and in critique of each others' work is also required.

Exercises are part of the process of each section of the course. Exercises and projects must be

completed on time, and students must be ready to present their final project to the studio for formal critique. Projects **MUST** be ready to show by the beginning of final critique; students still working or rendering during critique have missed the deadline. Missed deadlines result in a loss of one grade per class period. Students are required to present their projects formally to the class.

Final projects must be accompanied by artist statements, to be handed in at critique.

No cell phones in class; no web surfing, emailing, IM-ing or otherwise multitasking while the instructor or anybody else is addressing the class.

Critique Dates

AfterEffects

Jan. 18 – synesthesia

Feb. 8 – word

Mar. 1 – dream sequence

Flash

Mar. 21 – sound

April 10 – character

May 3 – place