



Design and Industry Department, College of Creative Arts, SFSU

## DAI 427 Digital Media 2: Motion Graphics for Digital Media

COURSE SYLLABUS - Spring 2011

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<b>Type of Course</b>	Activity, Units: 3, Hours/Week: 6, Class Limit: 20
<b>Time/Location</b>	2:10-4:55pm – Tuesday/Thursday, FA119
<b>Instructor</b>	Jane Veeder, Professor of Digital Media < <a href="mailto:jveeder@sfsu.edu">jveeder@sfsu.edu</a> > Research/Teaching Site: <a href="http://online.sfsu.edu/~jkv4edu">http://online.sfsu.edu/~jkv4edu</a> Bio Site: <a href="http://online.sfsu.edu/~jkveeder">http://online.sfsu.edu/~jkveeder</a> Office: Fine Arts 121 Mailbox: DAI Department Office, FA 121 Phone: Office 415/338-1547 only during office hours Office Hours: Mondays 2-5pm, Wednesdays 3-6pm (30 min appointments, sign up in DAI Office, FA121, or by calling 415/338-2211) Class Teaching Assistant: TBD
<b>Class Web Site</b>	<a href="http://online.sfsu.edu/~jkv4edu">http://online.sfsu.edu/~jkv4edu</a>
<b>Prerequisites</b>	DAI 327 with grade of C or better or consent of instructor (because student has previously taken a 327-equivalent course and that is reflected on their DAI contract).
<b>Description</b>	Exploration of visual design structures at the intersection of time and user experience. Topics include motion graphics, basic digital compositing, and interaction design. Laboratory.
<b>Course Overview</b>	<b>DAI 427 Digital Media 2: 2D Motion Graphics for Digital Media</b> Focus on the intersection of graphic design and interaction design with the basic principles of animation and motion perception. Techniques for vector animation, digital compositing, and interactivity. Design practice relevant to a range of screen-based applications including motion title graphics, dynamic web page interfaces, animation in information design, interactive non-linear animations, experimental animation. <i>The digital screen as a dramatic space in time.</i>
<b>Methodology</b>	Each of the project will involve a) some foundation exercises in design principles and software skills, b) concept research, and c) the project development sequence of concept, sketches, storyboard, prototype, progress reports, and final presentation/critique. Each project is a major individual work that incorporates concept, research, design, and a complex of software techniques. Each exercise requires a concise, integrated creative design response to a particular design principle and/or software technique.

**Outcomes** Students will learn the basics of motion perception, depth/scale perception, and the principles of motion graphics. Students will learn the technical and design basics of vector animation and optionally combining animation and interactivity in graphical user interfaces. Students will learn the basics of digital compositing and adapting digital video into vector graphics and optionally interactive contexts.

**RESOURCES** ++++++

**Class Website** The class Website at <http://online.sfsu.edu/~jkv4edu> is used for distributing handouts, assignments, providing links to online resources, and linking to student Vimeo sites.

**Course Reader** Readings and other hand-outs will be provided online in PDF format via the class website.

**Technology** The DAI website recommends that students own a laptop computer. Students can obtain student discounts on software from the SFSU student store and sites such as JourneyEd. While DAI has some, very limited computer lab facilities and the Creative Arts Computing Lab offers limited access to their computers/software, relying on these resources will severely hamper your ability to succeed in this class.

**Required Materials**

- a. Digital Data Storage Media: Always carry a USB Pen/Flash Drive to transfer files and use for critiques. Check for Mac/WIN compatible, USB 2.0 compatibility, 1Gb+ capacity (rendered .movs get BIG).
- b. CDROMs or DVDs for archiving and turning in work.
- c. (TBD) Digital Mini-DV Videotapes OR at least one digital video single-use camera (Rite-Aid or Long's, about \$30).
- e. Headphones or EarBuds for doing sound work in class lab sessions.

*NOTE: While the CAACL provides AE CS4 for one lab class and 4 additional hours of access per week, students should plan on acquiring the software for themselves.*

**Software:** *NOTE: While the CAACL provides AE CS4 for some variable number of open access hours per week, students should plan on acquiring the software for themselves.*

**Primary software:** Adobe Aftereffects (and perhaps also Flash for one project)

**Asset creation software:** Photoshop, Illustrator, and Audacity (opensource)

**Website HTML:** DW or TextWrangler(opensource)/Mac or TextWrangle or Notepad/PC

**FTP uploading:** Fetch/Mac or Filezilla(opensource)/PC

**Vimeo or Behance:** Project posting (exercises go on website)

Adobe AfterEffects is a "digital compositing" program, like Photoshop+Illustrator with a timeline.

Information on AE CS5: <http://www.adobe.com/products/aftereffects/>

Free AE CS5 Trial Download:

[https://www.adobe.com/cfusion/tdrc/index.cfm?product=after\\_effects](https://www.adobe.com/cfusion/tdrc/index.cfm?product=after_effects)

AE CS4 (the latest version is CS5) is installed in the Creative Arts Computing Lab (CAACL) but NOT in DAI labs. If you plan to use an older version of AE on your desktop computer at home, NOTE that AE cannot "save as" a lower version number file format, so that limits portability of AE working files between versions.

Adobe/Macromedia Flash is probably the most widely used, general purpose interactive media authoring program. In our Labs we have Flash vCS4.

*NOTE: We may do a project involving Flash used in a fairly simple and straightforward way. This class assumes that you have basic but solid competency with Flash from DAI 327 class or other study. Basic Flash skills will NOT be covered in this class. If your Flash skills are rusty and you want to brush up, there are D.O.I.T. Introductory Flash workshops (go to [http://oi.sfsu.edu/cgi-bin/student/training.month\\_view](http://oi.sfsu.edu/cgi-bin/student/training.month_view) for the schedule of training classes).*

**Suggested Book**     **YOU MUST (MUST) ACCESS A BOOK** to facilitate your technical learning of AE features. Your choices:

**A. Access the book at Safari Tech Books Online (free but slow)** via the SFSU Leonard Library site using this sequence: (you need a Library PIN number which you can set up online):

Surf to: [www.library.sfsu.edu](http://www.library.sfsu.edu) > (upper right) My Account (login) > click on "Search Catalog" > type into field "Safari Tech Books" > Click on "Safari Tech Books Online" > Now you are on the Safari page > Search for the title depending on which version you want. [Link to CS4 version of the book](#) – (Good for basics) Adobe After Effects Professional for Windows and Macintosh: Visual QuickStart Guide

Note: There are other AE books on Safari that may be of use as well.

**B. Purchase the HARDCOPY version or PDF version** from Peachpit.com or try the SFSU bookstore. Note: You must purchase the .pdf version FROM the computer on which you want to use it because it is not transportable from one computer to another.

**Optional Books**     Flash Books: While there is no required Flash software textbook for the class, but there are many to choose from on Safari Tech Books Online via the SFSU Library. This the title that I think does basic Flash the best:

Adobe Flash CS4 Professional for Windows and Macintosh: Visual QuickStart Guide by Katherine Ulrich, Peachpit Press

[Link to the CS5 version of the Flash Book](#)

[Link to the CS4 version of the Flash Book](#)

**B. Purchase the HARDCOPY VERSION** from Peachpit.com or try the SFSU bookstore.  
*Other Learning Resources: See class website*

## **COURSE PUBLISHING + COMMUNICATION ++++++**

**Internet Account**     The SFSU Division of Information Technology provides all students free internet accounts supporting email and Web sites. **Each student in this class MUST have an SFSU internet account for EMAIL and TO CREATE A WEB SITE for posting some elements of your work, e.g. group video clips, sketches, etc .** For detailed information on how to locate a website in your SFSU account, see Exercise 1 on my DAI 327 class site. Students must get their SFSU email at least twice per week, preferably more often, for updates and information. **Instructor will ONLY email you via your SFSU account.** If preferred, you can have your SFSU email automatically forwarded to another account.

**Vimeo Site**            **You are required to present your rendered AE work via an online Vimeo Basic account (free).** The account name should be your whole name or a close version of it. Make sure your account picture shows you face clearly. When you get your vimeo account set up, then Search People > Jane Veeder > Add Contact. This will send a contact request to me and once accepted, you will be displayed on my Contacts page.

For each assigned rendered movie deliverable, you will upload a .mov file clearly named for the exercise or project, i.e. exercise1\_selfportrait, project1\_video, etc.

## EVALUATION ++++++

- Exercises** Exercises are graded on a 0-10 point scale. Late exercises are worth 0 because they don't contribute to your forward progress. All exercises *must* be completed to receive a passing grade for the course. Exercises will count toward 30% of your grade for the course.
- Projects** All projects are assigned a letter grade. Late projects will be graded down. Students must turn in all projects (including each development milestone deliverable) to pass the class. There are 3-4 projects throughout the semester and together count toward 70% of your final grade. *Each project milestone contributes to the final project grade and a fully completed project.*
- Critiques** Participation at all critiques is mandatory. Students are expected to be on time, actively contributing to discussion, and presenting work. If there is a failure to participate in critiques, I reserve the right to assign you a failing grade. *Learning to see, think about, and discuss digital media work is a vital component of this class.*
- Participation**
- Attendance will be taken at the beginning of every class. *Since there is so much technical, conceptual, and design information to absorb, regular attendance is vital to participating fully in this course and succeeding.*
  - Do not come to class when you are sick. Contact instructor in advance (email message is fine). *Even if you are out sick, you can follow assignments and keep up by tracking the online class schedule.*
- Expectations**
- Learning Software:** While we will spend time understanding how to structure your work in AE and Flash, this is not primarily a software training class. *Rather, our focus is on designing what to do with software.* All students must show initiative in using available resources (books, class demo files, online tutorials, software Help, TA, etc.) to master software features. Note: This class builds on the solid introduction to Flash that students receive in DAI 327 (or other courses) and does not repeat that.
- Workload:** Expect to spend at least 6 hours per week *outside of class* working on assigned projects, reading, researching. Take this requirement seriously!
- Keeping Up:** You must keep up with the agenda of technical/design topics introduced and exercises and projects assigned. If you want to focus more deeply on a single aspect, talk to me about doing an independent project next semester.
- Access Resources:** Students are expected to demonstrate self-teaching and problem solving strategies using available resources to advance their technical learning and solve problems. Part of the skills you learn in our digital media classes is how to teach yourself software, access learning resources such as books, online tutorials, and example files.
- Prepare:** Students are expected to prepare for assignments and discussions by doing any assigned reading or Web research required. Don't start work with an empty, unstimulated mind!

**Exercises:** Successful exercises are those which respond directly to the key concepts of the assignment. Don't waste time and resources on non-essential elements, take advantage of a preliminary and active exploration of the technical focus of the assignment, and present a coherent experimental response to the challenge. *Explore and experiment freely first, THEN formulate a response to the assignment.*

**Projects:** Successful projects are those which respond directly to the key concepts of the assignment, don't waste time and resources on non-essential elements, and reflect an accurate perception (gained through methodical exploration) of the design constraints and opportunities of the medium and present a coherent creative design response to the challenge.

**Process:** Projects become successful through following a deliberate sequence of meeting development milestones in order to get instructor feedback and technical/design support. Digital media is best developed through an iterative (looping) process that stresses early prototyping and testing. *No matter how great your final result is, if I have no milestone evidence of how you developed it, it will be graded down.*

### Final CD/DVD

Students must turn in a CD-Rom or DVD containing an organized and clearly labelled archive of all your exercises and projects (rendered .mov files only) from the entire semester. This will be turned in at the last class during Finals Week.

### Grading

SFSU Grading Definitions

See full text of these grading definitions in the SFSU Bulletin at

<http://www.sfsu.edu/~bulletin/current/grading.htm>

A = Performance has been of the highest level, showing sustained excellence.

B = Performance has been good, though not of the highest level.

C = Performance has been adequate, satisfactorily meeting course requirements.

D = Performance has been less than adequate.

F = Performance has been such that course requirements have not been met.

Breakdown:

70% Projects (technical mastery, design thinking, creativity, meeting milestones, participation in critiques)

30% Exercises (timeliness, completeness, creative solution)

100% x participation variable (attendance and participation are variables that can affect your final grade)

- Grade Posting: Grades and feedback comments will be posted on iLearn.
- Exercises: All exercises must be turned in on time to receive full possible credit.
- Projects: Any project turned in late (without approved excuse) will receive no better than a D. You will be graded for all project design and production milestones as well as the final project result.
- **Lost Work: No allowances for lost work. File management and doing regular backups is your responsibility.**
- Incompletes: No incompletes or grade changes for the course will be granted short of well documented, catastrophic events.

- NOTE: To accommodate individual learning styles/paces, I make notes on student performance for each milestone and deadline and grade at the end of the semester, so

I do not do complete incremental grading (i.e. publishing grades for each assignment). If you wish to know what your cumulative grade is at any point during the semester, email that request to me and I will be happy to figure that out and let you know.

**POLICIES** ++++++

- Etiquette**
- **No food or drinks (containing sugars or dairy products) allowed in any DAI labs.**
  - Do not wear heavy perfume or cologne to class.
  - Clean up after yourself, dispose of all trash in trash cans.
  - **Do not work/play on computers during lectures/discussions/critiques.** No cell phoning, emailing, texting, music listening, or unrelated web surfing during class.
  - Help fellow students with technical problems you know how to solve.
  - Respect your fellow students. Anyone causing repeated disruptions and distractions will be asked to leave.
  - Abide by all lab rules and procedures.

**Syllabus Changes** Instructor reserves the right to revise this syllabus and schedule at any time.

**MISCELLANEOUS** ++++++

**Lab Access** The DAI FA115/117/119 Visual Communication Studios and the Creative Arts Computing Lab/CA260 will have open access hours beginning about the second week of classes. To use the CA260 Lab, you must carry documentation of your enrollment in a CCA course. **CA260 is the only one with Adobe After Effects CS4 software.** NOTE: In addition to the Lab class session (typically the second class per week), our TA will be doing regular supported lab sessions at a time and place TBD.

**VCD Lab Monitors** Email Josh Singer [jsinger@sfsu.edu](mailto:jsinger@sfsu.edu) about VCD lab monitor work for DAI 575 Supervised Experience credits.