

The Media School - Indiana University
P354/J560 - Program Graphics and Animation
Syllabus for 14616 and 14655 – Summer 2020 v1.1

Instructor: Jim Krause

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<https://jk.media.indiana.edu/index.shtml>

Office Hours: Tuesday, Wednesday & Thursday after every lab & by appointment

Text: **Creating Motion Graphics with After Effects, Fifth Edition**

by Trish & Chris Meyer (order via Amazon NOT the IU Bookstore)

Required Hardware/Software: Computer with Adobe CC installed, extended keyboard, and mouse
24" or larger monitor recommended
Internet access
Zoom Cloud videoconferencing software
Portable USB HD/SSD drive (minimum 1 TB recommended)

Description: This course provides the technical skills and creative principles required to produce graphics and animation for television and digital filmmaking applications. Practical experience using Adobe Photoshop and After Effects, and incorporating these into the preparation of TV/film content is provided through a series of hands-on activities and projects.

On-Line Course Policies

Attendance: **Good attendance and promptness at the start of class are required.** You can start your Zoom session a few minutes early, which is preferable to being late. You must be present to learn, participate, and earn points for the in-class exercises. Please have your camera switched on for our Zoom sessions (unless extremely poor bandwidth prevents this) as seeing each other's faces helps maintain a level of community and camaraderie. Points will be deducted for frequent absences and tardiness. If you're sick, call or e-mail your instructor before class. This could grant a brief extension for turning in work. Otherwise, **all work must be turned in by the posted due date.**

Academic Integrity: Students are expected to adhere to the standards detailed in the [*Code of Student Rights, Responsibilities, and Conduct.*](#)

Original Graphics: Your work should be original and of your own design. Unless instructed otherwise, your graphics must be created from your own material and imagination. **It is expected that you create new, original graphics for each assignment and that they have legal integrity.**

Computers, Procrastination & Murphy's Law: Don't wait until the last minute to carry out your work. If you do, unfortunate events will likely occur, and your work and grade will suffer. (It's usually apparent when work is hastily thrown together.) **It takes more time and causes more stress when one procrastinates so start in on assignments early. ALWAYS make backup copies of all your media and anything you do.**

P354/J560 Course Requirements & Grading: There are graded, in-class assignments during every lab. Homework will be due before or by the start of lab. Some assignments require an accompanying [critique form](#) which can be downloaded from the class website. **Each week's homework is an opportunity for you to create something for your portfolio.** There are two major animated production assignments: a 30-second midterm project and a 60-second final project. The graded lab exercises, homework assignments, critiques, quizzes, and animated projects total 400 points. **Note: J560 students must carry out an additional 100 points of work (outlined below).**

P354 Grading Criteria – 400 total points

Week 1

- 5 Biographical Sketch
- 5 Tech Survey
- 5 1st Photoshop Graphic
- 4 Clone Tool/Content Aware fill
- 6 Merge Graphic
- 10 Graphic Analysis
- 4 Simple key graphic
- 6 Key & still frame exercise

Week 2

- 10 Homework: Graphics Package
- 30 Quiz # 1 (Photoshop)
- 5 1st AE
- 5 Bouncing Ball
- 5 Sun, Earth, Moon

Week 3

- 15 Homework: Animation with a purpose
- 5 Midterm Pre-Production
- 5 Star Wars Opening Crawl
- 5 Audio
- 5 Time
- 25 Midterm Project Production & Critique
- 5 Peer Critiques
- 5 Track Matte

Week 4

- 15 Homework: Animated text over video
- 35 AE Quiz
- 5 AE 2D & 3D
- 5 2 Part Exercise: Part 1: Lights
- 5 2 Part Exercise: Part 2: Camera
- 15 Homework: Abstract animation with lighting and depth
- 5 Extrusion Cookie

Week 5

- 15 Branding spot with cookie
- 5 Motion Tracking & Stabilization
- 5 Multi-Part Motion Tracking
- 5 Perspective Corner Pinning
- 5 Final Project Pre-Production
- 5 Puppet Life
- 5 Puppet Fun

Week 6

- 15 Homework: Ad with motion tracked video
- 35 Final After Effects Quiz
- 5 Shape Layers & Repeater
- 25 Final Project & Critique
- 5 Final Project Peer Critiques
- 15 Participation & professionalism
- 400 Total P354 Points

The total points awarded will be resolved into a percentage of 100. The final grading criteria is: A+ = 98-100, A = 94-97, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80-83, C+ = 77-89, C = 74-76, C- = 70-73, D+ = 67-69, D = 64-66, D- = 60-63, F = below 60

J560 students must produce an additional 100 points of work (bringing the total class points to 500). The 100 additional points may be allotted as indicated below, but alternate assignments are possible. Grad students should discuss this with the instructor sometime in the first few weeks of the semester.

50 On-line Journal/Blog/Portfolio:

Graduate students must publicly document and present their work over the course of the semester. This can be either in the form of an on-line journal or blog (adding content on a weekly basis) or by presenting a capstone portfolio by the end of the semester.

20 Create and Present Lesson:

Graduate students must prepare one lesson that teaches an aspect of visual design and/or motion graphics. This will be in the form of a 15 to 20-minute oral presentation delivered to classmates during the semester with accompanying supporting visual media (via a PDF or a URL). Sample topics include: How to create and use custom color palettes, How Color, Tone and Texture Impacts Design, Techniques for 3D Lighting Effects, Creating Graphics for User Interfaces. The topic must be determined by the 4th week of class and approved by the instructor.

30 30-second PSA (Public Service Announcement)

Graduate students must design, produce, and execute a 30-second animated PSA for a real client suitable for television broadcast. The client organization must be approved by the instructor and determined by mid-semester. The completed PSA must be submitted before the end of the semester and approved by the client.

500 Total P354/J560 class points

P354/J560 Schedule -----

Week 1 (5/12) INTRODUCTION to GRAPHIC DESIGN & PHOTOSHOP

- Lab #1 Biographical Sketch | Tech Survey | 1st Photoshop Graphic
- Lab #2 Clone Tool/Content Aware Fill | Merging Images
- Lab #3 Review/share Lab #1 homework | Key Graphics

Homework: Graphics Package (Due Tuesday 5/19)

Week 2 (5/19) Photoshop Odds and Ends | PS Quiz | Introduction to After Effects

- Lab #4 Review & Share Homework | Photoshop Quiz
- Lab #5 Introduction to After Effects | 1st AE animation
- Lab #6 Share Midterm Ideas | Bouncing Ball | Sun, Earth, Moon

Homework: Promo Animation (Due Tuesday 5/26)
Midterm Project Pre-Production (proposal & storyboard)

WEEK 3 (5/26) THE POWER OF TYPOGRAPHY

- Lab #7 Review & Share Homework | Star Wars Opening Crawl
- Lab #8 Audio Spectrum & Audio Waveform | Time Re-Mapping
- Lab #9 Present Midterm Projects | Carry out peer critiques | Track Matte

Homework (Due Tuesday 6/2): Animated text and video project

WEEK 4 (6/2) ENTERING THE 3RD DIMENSION

- Lab #10 Review & Share Homework | After Effects Quiz
- Lab #11 1st 3D | Free Work Time
- Lab #12 | Raytracing & Lighting

Homework: Abstract animation with lighting and depth

WEEK 5 (6/9) WORKING WITH VIDEO

- Lab #10 Review & Share Homework | Motion Tracking & Stabilization
- Lab #11 Multi-Part Motion Tracking | Perspective Corner Pinning
- Lab #12 Present Final Project Ideas | Puppet Life | Puppet Fun

Homework: Ad with motion tracked video
Midterm Project Pre-Production (proposal & storyboard)

WEEK 6 (6/17) IT'S A WRAP

- Lab #13 Review & Share Homework | After Effects Quiz
- Lab #14 Shape Layers | Free Work Time
- Lab #15 Present Final Projects | Carry out peer critiques