

WEB AND MULTIMEDIA II
ART 3353
Instructor: Dan May
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T TR. 09:30AM 10:50 PM
Lab Hours: 8:00 AM-7 PM
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Purpose:

To provide skills primarily for multimedia production by providing a basic working knowledge of applications designed for new media. This class is a creative course, but will require some working knowledge of some media applications such as Final Cut Pro, (or express), Flash, Adobe Premiere and Adobe After Effects. Motion techniques for new media are the primary driving force behind the class.

We will be working with type as it relates to design, but our main focus will be creating imaginative creative narratives using animation techniques which include old school drawing, stop action photographic and clay-mation techniques , flash, video, and combinations of all.

Course Goals:

Technical Review

Overview of motion and how it can be applied to the web by analyzing the work of short film makers, and web developers.

Terminology

We will learn some film editing and broadband terms for web.

Structure

Learning the variety of formats available and their limitations.
FLV, SWF, MOV, MPEG-4, H.264, Animated GIFs, NTSC, PAL, and blah blah blah

Learning the importance of concept, and originality in the creation of new narratives.

Department and Class Goals:

1. Problem solving: Develop students' analytical and problem solving skills in order to develop the student's voice and improve technique, thus allowing for the exploration, development, and heightening of individual creativity. Researching methods not necessarily taught within the confines of the classroom will be required.

2. Communication: Enable students to effectively communicate visually, verbally, and even through, surprisingly enough, written form by focusing on their critical and analytical visual arts skills by deconstructing their work, the work of their classmates and others. (Some of this will done through critique but essays may be required during the course of research.)

4. Practical and theoretical knowledge: Provide students with a solid foundation in the visual art of new media: practical and theoretical knowledge,skills, and dispositions required to make the transition to the professional art environment.

Appointments:

All appointments must be scheduled in advance. Office Hours are posted on my door.

Materials:

Sketchbook, Tracing Paper, Pencils, Ink pens (variety of points) colored pencils, water color paints, 100 GB Hard drive.

(You will need this 100 GB to protect yourself.

2GB Flash Drives MAY NOT hold all the files you will be creating and MAY EVEN FAIL during export.

This is your responsibility if they do. The computers in the lab are not to be used to store your projects, but you can access the SKY drive through the network but this may require longer upload and save times, so be cognizant of that.)

Attendance:

Absences WILL reduce your grade. FOUR ABSENCES USUALLY RESULT IN A ONE LETTER GRADE REDUCTION FOR THE COURSE.

This is not a given nor is it arbitrary in nature. It has been my experience that this is about par for the course.

Additional absences will further reduce the course grade. Absences can only be excused as outlined by the student handbook or must be arranged by the student prior to class. If a student is involved in any extra-curricular activity, it is your responsibility to inform me in advance of your participation in any event.

Habitually leaving early or arriving late will count against you.

Class participation and critique is mandatory and is evaluated as part of your grade.

Grades:

A=(93-100)
 B=(92-87)
 C=(86-76)
 D=(75-66)
 F=65 and below

Grading procedure for work: Each assignment has a set of parameters that will be outlined. When minimum requirements are met you receive a "C" grade. You can move up or down from there based on percentage of completion and merits of work which will be evaluated by your proficiency in the medium. Though this may be considered a computer based proficiency it still requires a sense of style and originality, so you will be graded with that in mind.

Required Text:

Drawing for Animation: Paul Wells
New Media Design: Tricia Auston, Richard Doust

Projects:

All assignments are due at the beginning of class unless posted otherwise.
 Any assignment not turned in on time will receive a "F."
 Assignments points are evaluated on the time allotted to complete them.
 1 week assignments will be worth 50 points
 2 week assignments will be 100 points and so on

Students will be required to enter a competition.

Tests: NONE

Mid-term Project	12% grade...based on tags and terms within the books
Final Project	25% grade...Based on troubleshooting problems within a site.

SCHEDULE**Week 1**

TH Introduction to class:
 Go over syllabus
 Look at short videos
 Define goals
 Discuss Storyboarding, Narratives and Motion Using Line drawings
 for next class read pp: 1-22 in 'New Media'

Week 2

T In class exercise with animation techniques...

 Masking video, morphing text and animating simple objects for effect in Flash and After Effects

 Read 1-24 in Drawing for Animation

TH In class exercise with MORE masking, morphing text and animating objects.
 Listen to Bob and Ray...
 Create line drawing animation based on the narrative sound bite.