

Motion Graphics

Art 374.02

Spring 2017

Studio Arts, Department of Art and Art History

Loyola Marymount University

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Visiting Lecturer

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Office Hour: by appointment, Burns 214 / Google Hangout / Skype

Monday & Wednesday

7:20 – 9:50 PM

Burns 214

Course Description

We live in a world where media mediates our understanding of reality. From the media distortion of body image to presidential candidate memes to the everyday surveillance of self through social medias, the contemporary identity politics is tangled with layers of virtuality. Through a series of readings and aesthetic experiments, students investigate, play, and critically reflect on the politics of transparency, opacity, and layers using After Effects and Cinema 4D.

Workload

There are 4 projects throughout the course. Depending on the level of difficulty, we will spend 3-4 weeks to develop, produce, and complete each project. Every project is accompanied by 1 mandatory short reading, in-class / take-home tutorials, and storyboard assignments.

The 3 credit hour course requires a great amount of research, conceptualizing, technical learning, and production. In order to deliver professional work, you should be prepared to spend minimum of 6 hours per week outside of class.

Projects

Project 1 | Denotation / Connotation

Project 2 | Augmented Corporeality

Project 3 | The Future is Already Here, it's just Not Very Evenly Distributed

Final Project | Land of the Fake

Required Tools

Brightspace

You are responsible for submitting all your assignment and monitoring your attendance record and project grades via Brightspace.

lynda.com

Some assignments required you to log into lynda.com (Online Training Library), an extensive online tutorial resource. You may log in via MyLMU / System Logins / lynda.com.

Hardware

- >1TB external hard drive (USB-3 is recommended)
- Headphones
- Pencil and eraser.

Software

- Adobe Creative Cloud + After Effects + Bridge
- Video Downloader Professional (Chrome Extension) or equivalent.
- (Optional) Handbrake
- (Optional) Screen Flow, Opened Screen Recorder (Chrome Extension, w/ limitations) or equivalent screen recording softwares.

Evaluation

Grading Breakdown

Project 1	20%
Project 2	20%
Project 3	20%
Final Project	30%
Participation	10%

Attendance

More than two unexcused absences will lower your final grade by one unit (i.e. A will be dropped to B). With each additional unexcused absence, the grade will drop an additional unit.

No cell phone use in class. No personal e-mail, Facebook, IM, etc. during class.

Commitment to Diversity

In this class, we make a commitment to foster a welcoming and supportive environment where students of all identities and backgrounds can flourish. This means that we will issue content warnings as appropriate, use preferred pronouns, and respect self-identifications. While self-expression is encouraged, please remain aware of the implications of your words and the images that you include in your work. If the instructor or another student points out that something you have said or shared with the group might be offensive, avoid being defensive; instead approach the discussion as a valuable opportunity for us to grow and learn from one another. It is also extremely important to remember that certain race, sex, gender, class identities are more privileged in the U.S. society compared to other race, sex, gender, class identities, which can consequently makes some of us feel more protected or more vulnerable during debate and discussion. If you have a concern about any aspect of the class, you are encouraged to speak with the instructor. If you feel uncomfortable speaking with the instructor, you are also welcomed to speak with your undergraduate advisor, who can discuss the issue with you directly or point you toward other on- and off-campus resources for addressing your concern.

Schedule

Project 1 | Denotation / Connotation

Wk 1

1/9 Course overview
AE: Software environment. Production workflow.

ASSIGNMENT

1. Read p.9-21, Black Transparency: The Right to Know in the Age of Mass Surveillance. Look up the WikiLeaks logo and post personal thoughts based on the reading (Minimum 80 words, due by 1/11) to Brightspace.
2. Obtain required tools (Due by 1/18).

1/11 Presentation on Motion Graphics Past and Future.
Introduction to Project 1.
Storyboarding exercise.
AE: Keyframing, motion paths, creating and animating shapes.

ASSIGNMENT (Due by 1/18)

1. Follow lynda.com tutorial "[Working with Text Animation Presets](#)", [After Effects Guru: Animating Typography](#).
2. Post 10 storyboards with 10 connotations to Brightspace.
3. Bring any tiny cameras you own to the next class.

Wk 2

1/16 No Class - Martin Luther King Day

1/18 **Storyboard Presentation.**
Creative usages of the tiny cameras.
AE: Photoshop / Illustrator integration.

ASSIGNMENT (Due by 1/23)

1. Post 10 video clips to Brightspace.
2. Bring your object to the next class.

Wk 3

1/23 Visiting Artist Workshop: ASMR recording + editing with Julie Weitz.

ASSIGNMENT (Due by 1/25)

1. Upload edited sound clip to Brightspace.

1/25 AE: Mapping visuals to sound. Color correction. Rendering.
Lab session.

ASSIGNMENT (Due by 2/1)

1. Upload Project 1 video to Brightspace.

Project 2 | Augmented Corporeality

Wk 4

1/30 Lab session - troubleshooting for Project 1.
Presentation on the history of net art, avatars, and virtual alter egos.
Introduction to Project 2.
Green screen workshop.

ASSIGNMENT (Due by 2/1)

1. Follow YouTube tutorial "After Effects Garbage Matte", adjust footage shot in class and upload to Brightspace.
2. Pick **ONE** of the following monologues to watch:
 - Facial Weaponization Communiqué: Fag Face (Zach Blas)
 - Peaceful Warrior (Tabita Rezaire)
 - The Web I Want (Jeremy Bailey)

2/1 **Project 1 Critique.**

AE: Puppet tools. Intro to 3D space. Camera tracking.
Monologue writing Q&A.

ASSIGNMENT (Due by 2/6)

1. Write a 1 minute monologue (1 page, double spaced) and upload to Brightspace.
2. Upload Project 2 storyboard to Brightspace.

Wk 5

2/6

Storyboard + Monologue Presentation.

Intro to 3D Graphics (Special guest: Echo Theohar)

ASSIGNMENT (Due by 2/8)

1. Cinema4D Material Tutorials (1, 2).

2/8

AE: C4D Lite integration. Building an environment in the 3D space.

ASSIGNMENT (Due by 2/13)

1. Prepare 3D models for UV mapping workshop.

Wk 6

2/13

Visiting Artist Workshop: UV Mapping with Jonathan Moore.

Lab session.

ASSIGNMENT (Due by 2/15)

1. Complete UV mapping your 3D models and upload them to Brightspace.

2/15

AE: 3D space, compositing, track mattes.

Wk 7

2/20

One one one meetings.

Lab session.

2/22

Lab session.

ASSIGNMENT (Due by 2/27)

1. Upload Project 2 video to Brightspace.

Project 3 | The Future is Already Here, it's just Not Very Evenly Distributed

Wk 8

2/27

Project 2 Critique.

Introduction to Project 3.

AE: Effects and expression.

ASSIGNMENT (Due by 3/1)

1. Read "Post-Truth: The Future is Already Here, Its Just Not Very Evenly Distributed" by Ekaterina Arie. Post a 100 words response to Brightspace.

3/1 Hypernormalisation Screening.
Found footage editing techniques.

ASSIGNMENT (Due by 3/13)

1. Research on your theme, create a collection of found assets and draw storyboards to upload to Brightspace.
2. Prepare 2D / 3D / 4D assets for Project 2 and bring them to the next class.

Wk 9

3/6 No Class - Spring Break

3/8 No Class - Spring Break

Wk 10

3/13 **Storyboard Presentation.**
AE: Working with found assets.
Lab session.

ASSINGMENT (Due 3/15)

1. Lay out all assets in compositions.

3/15 AE: Time manipulation techniques. Compositing, rotoscoping, track mattes.

ASSIGNMENT (Due 3/20)

1. Pull project to an presentable state for one on one meeting.

Wk 11

3/20 **One on one meetings.**
Lab session.

3/22 Visiting Artist Workshop: AE Audio Effects with Sanglim Han

Wk 12

3/27 Lab session.

3/29 Lab session.

ASSINGMENT (Due 4/3)

1. Upload Project 3 video to CFA Workspace. Must submit citation page.
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Final Project I Psychogeography

Wk 13

4/3 **Project 3 Critique.**

Presentation on Psychogeography. Final Project Intro.

ASSIGNMENT (Due 4/5)

1. Read excerpts of *Travels in Hyperreality* by Umberto Eco. Post reflection on the reading (Minimum 120 words).

4/5 Visiting Artist Workshop: 360 degree video techniques.

ASSIGNMENT (Due 4/10)

1. Upload initial storyboard presentation to Brightspace.

Wk 14

4/10 **Final project concept pitch. Initial storyboard presentation.**

ASSIGNMENT (Due 4/17)

1. Upload psychogeography map + finalized storyboard to Brightspace. Bring storyboard and production footage to the next class for one on one meetings.

4/12 No Class - Easter

Wk 15

4/17 Lab Session: Building the 2D / 3D / 4D environment.

One on one meetings.

ASSIGNMENT (Due 4/19)

1. Watch assigned tutorials.

4/19 AE: Advanced green screen and animation techniques.

ASSIGNMENT (Due 4/24)

1. Complete initial composition of the Final Project. All elements of the video should be put in place.

Wk 16

4/24 Lab Session: animating, advanced keying.

4/26 Lab Session: sync audio, fine-tuning.

Finals Week

5/3 Final Presentation: 7:20 PM. Wrap up.