WEB 3300 – Motion Graphics and Animation

Online - Lessons Listed on the Calendar

Instructor: Scott C. Halford

Phone: 801-390-0561

Email: scotthalford@weber.edu

**Prerequisite**: Students must have Photoshop. Audio/Video for Production is highly recommended.

**Course Objectives**: The purpose of this course is to teach animating and compositing using Adobe After Effects. This will take students through to an intermediate level understanding of the use of the program to create basic animations.

Compositing is the process of placing multiple layers of video and graphics into motion picture to form special effects.  Motion graphics are used for creating animated titles and background animations for news, motion picture, commercials and other media applications where motion is needed. This class focuses more on the graphic animation capabilities of After Effects and will touch on compositing and visual effects.

**Course Materials:**

* This class will be taught using prepared materials provided by the instructor and the text: **Classroom in a Book for Adobe After Effects 2017**.  The learning will be from the book as well as hands on.
* Most of the lessons are in newer versions of AE than the book, but the knowledge still applies. AE has not changed much since then.
* Use of a personal external hard drive that is formatted for MAC is recommended. Hard draves can also be formatted as ExFAT or students who will be transferring projects to a PC. Some form of media storage will be required even though mostly graphics are being used. Video cannot be captured or edited using thumb drives or flash media.
* All additional assets needed to complete assignments will either be provided by the instructor or will be produced by the students (ie. Taking photos or recording video).
* Book Files: https://drive.google.com/file/d/12Lkvj5w6IG35a0dxq04Mf9b0mN-4n45F/view?usp=sharing

Policies:

* **Attendance:** Lectures will take place as recorded lessons, which can be viewed at Vimeo or YouTube links placed in the calendar. Because film is so collaborative, do not hesitate to search for motion graphics styles you might want to learn. We can always adapt certain lessons and projects to match the interest of students.
* **Online Tutorials:** The instructor will post YouTube links to past in-class lectures. DO NOT MISS WATCHING THESE VIDEOS and make sure you COMPLETE THE BOOK on your own.
* **Cheating:** I am also required to report you if there is repeated problems with cheating and to give you a failing grade.
	+ Turning in someone else’s work.
	+ Turning in work done before the beginning of the semester.
	+ Making a couple of changes to a group member’s timeline and claiming it is all your work.
	+ **If two people turn in VERY similar projects, I will know that someone did not do their own work.**

Grading:

* **Assignments**: There will be three assignments based on learning from the book. Each assignment will be due after completing four (4) or five (5) chapters. The assignments are each worth 100 points.
* **Projects**: Once the book is complete, we will design two (2) or three (3) projects based on the interests of the class. Substitute projects will be accepted from students who are doing extra work outside class during the semester. In order to qualify for a substitute projects, the student must talk to the instructor before beginning the substitute project to make sure it will satisfy the requirements of the project.
* **Final Exam**: There will be one written exam at the end of the semester to be taken at one of twelve testing centers. The written exam is not open book or open note.  There will be no makeup exams if the exam is missed**.**
* **FINAL**: Thefinal is a production test. The guidelines for the production exam will be placed on the calendar on the Wednesday of finals week. You will have 20 hours to complete the production exam an submit it through canvas.
* **Grade Scale**:
	+ **A**94-100
	+ **A- 90-93**
	+ **B+ 86-89**
	+ **B 83-85**
	+ **B- 80-82**
	+ **C+ 76-79**
	+ **C 73-75**
	+ **C- 70-72**
	+ **D+ 66-69**
	+ **D 63-65**
	+ **D- 60-62**
	+ **F Below 60**

**Homework**: There is no homework based on the book. There will be no chapter reviews or checkpoints. It is up to the student to manage their time outside of class to make sure all assignments, chapters and projects are completed on time. Since we are not meeting in person, it is important to make sure you are keeping up with the lessons provided on the calendar.

**SSD Statement**: Any student requiring accommodation or services due to disability must contact Services for Students with Disabilities (SSD) on room 181 of the Student Services Center, 626-6413 at the Ogden Campus. SSD can also arrange to provide course materials (including this syllabus) in alternate formats if necessary.

**Note from the instructor**:  It is my goal to give you a fun learning experience. I want to make this class a major part of the “cool factor” at Weber State University. If we aren’t doing cool things and having a lot of fun doing them, then it will be hard to keep doing it when you are getting paid. The full range of talents that are developed in Motion Graphics can be challenging to learn, however, once the initial concepts are learned, it can be nothing but fun and never anything but hard work.

You can expect the assignments to be somewhat perfunctory at first, but then as the semester goes on you will be expected to exercise your creativity and find uses for your newfound skills in practical applications. Your two projects should reflect use of all the skills you have acquired in the class.

In addition to learning to Adobe After Effects, you will be exposed to video production techniques that will help you develop high quality videos for use with your motion graphics and effects.

**Objectives**:

* **THE TEXT**: My goal is to get through the text as quickly as possible.  The text will give you a very good foundation. Beyond that, there are very useful practices you can practice to make yourself a value in the industry.
* **THE PROJECTS**: As we move through the text, I will prepare a few projects that will help you use your creativity.
* **THE TESTS**: There will be one written test at the end of completing the lessons in the textbook.  The final will be a production test on the day and time of class during the week of finals.
* **THE FUN:**I want to be able to have time to come up with a few things to do for fun like some green screen effects or star wars gags.

Schedule:

The schedule will be detailed in the Canvas Calendar. The schedule is always subject to change so check it regularly for updates. The links to the lectures will be placed in the class description for the class on the day it was recorded.

I love this field and I look forward to being able to teach you this semester.  Let’s have fun.