

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, and Adobe After Effects.

We will be working with type as it relates to design, but our main focus will be creating creative narratives using animation techniques which include analog drawing, flash, video, and combinations of the three.

Goals:

1. Problem solving: Develop students' analytical and problem solving skills to foster self-awareness, thus allowing for the exploration, development, and heightening of individual creativity. This requires a great deal of commitment to researching independently of the classroom.
2. Communication: Enable students to effectively communicate visually, verbally, and even through, surprisingly enough, written form by focusing on the critical and analytical visual arts skills of their work and the work of others. (Some of this will done through critique.)
4. Practical and theoretical knowledge: Provide students with a solid foundation in the visual art: 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 to protect yourself. 2GB Flash Drives MAY NOT hold all the files you will be creating and MAY EVEN FAIL during export.)

Attendance:

Absences WILL reduce your grade. FOUR ABSENCES WILL RESULT IN A ONE LETTER GRADE REDUCTION FOR THE COURSE. Additional absences will further reduce the course grade incrementally by a full grade. Absences must be excused by written note 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. Leaving early will count against you unless prior arrangements are made. Class participation is encouraged and 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 is a computer based proficiency it still requires a sense of style and originality, so you will be graded with that in mind.

Required Text:

NONE...

Assignments:

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

Tests: NONE

Mid-term Assignment

12% grade...based on tags and terms within the books

Final Assignment

25% grade...Based on troubleshooting problems within a site.

Course Outline:

Technical Review

Overview of multimedia and how it can be applied to the web by analyzing the work of other short film makers.

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. NTSC, PAL, and blah blah blah

Learning the importance of concept in the creation of narratives.

SCHEDULE

Week 1

TH

Introduction to class:
Go over syllabus
Look at short videos
Define goals
Discuss Storyboarding

Week 2

T

Masking video, morphing text and animating simple objects for effect. In class exercise with animation techniques...

TH

In class exercise with masking, morphing text and animating objects. Listen to Bob and Ray...

