

Visual Communication IV

This course is an introduction and exploration of the basic principles of time-based media, integration of design principles and elements, time and sequence, and methods of storytelling. This course will be a combination of lectures and lab.

COURSE INFORMATION

CRN 42480

Tues/Thurs 11:00am-1:50pm

FI 101

bridgetweis.com/dsgn260

Prerequisites: Major Status

INSTRUCTOR

Bridget Weis

bridget.weis@wwu.edu

Office hours: Thurs 2:30-4:00pm

Office: FI 106B

SOFTWARE

After Effects, Illustrator,
Photoshop, Premiere Pro

SUPPLIES

Sketchbook

Headphones **Must be used for all sound related activities.

External Hard drive **One with the most space for your money, Mac compatible, portable. Western Digital or LACIE are good brands.

REQUIRED READING

After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist, Trish & Chris Meyer, Focal Press, 2012.

Additional texts/articles will be provided throughout the quarter.

OBJECTIVES

- Define terminology and understand concepts related to time-based media
- Demonstrate technical aptitude in industry standard software
- Understand the principles of motion graphics
- Understand the importance of planning and storyboarding in time-based media
- Design visually effective and compelling time-based experiences
- Learn how to explore and solve problems, independently and together
- Gain introductory knowledge and experience integrating various forms of media
- Strengthen the skills of organization, communication, presentation, and time management

ATTENDANCE

Attendance is mandatory and will be carefully recorded daily, even if your assignment is incomplete. It is essential that you be present and punctual for the entirety of each class period. *There are 2 allowed absences, any additional absence after the second absence will result in a full letter grade reduction from your final grade.* Special exceptions, including religious observances and other exceptions that are officially recognized by the university, will be accommodated in advance and on an individual basis. Students must attend all critiques and exams. You are responsible for obtaining the learning materials and assignments that you miss when you are absent. Class will start on time, therefore arriving late or leaving early will count as a tardy. *Note: 2 tardies = 1 absence.*

DEADLINES

Timeliness of projects is essential for academic and professional success. Students must have assignments uploaded 1 hour before class starts on the day of critique. Work not finished or not turned in at the designated time is considered late. *Late work is only accepted until the next course session and it will result in a full letter reduction off of your project grade. Late work received after the next course session will result in a zero for the project. No exceptions. Even if your work is finished on time and you are not present for critique with an unexcused absence, your grade will be reduced a partial letter grade.* Technical difficulties are never an acceptable excuse for not meeting a deadline.

PARTICIPATION

Participation is very important in this class. You are expected to participate fully, actively, and professionally in class each day. This means that you work efficiently and effectively both individually and within groups. You are also encouraged to speak up and to share your thoughts in discussion, which allows you to articulate your ideas, collaborate with your colleagues, appreciate multiple points of view, understand and explore complex concepts, and learn from one another. Professional and respectful conduct is expected from everyone at all times. You will be expected to participate in spending time outside of class to develop your skills and solve technical problems.

RECOMMENDED READINGS

Woolman, Matt. *Motion Design: Moving Graphics for Television, Music Video, Cinema, and Digital Interfaces*. Rotovision, 2004.

Lupton, Ellen, Phillips, Jennifer Cole. *Graphic Design: The New Basics*. Princeton Architectural Press, 2008.

TECHNICAL INSTRUCTION

With the extreme amount of technical possibilities, limited class time, and problems that always seem to occur with technology, I may not be able to answer all of your specific technical problems immediately. I will of course do my best to help everyone, but I expect you to explore the technical problems on your own using the provided links and required reference book, and each other. This is a great opportunity for collaboration and an essential part of learning how to survive in the design industry after you graduate. *You will be learning how to learn and problem solve*. This is one of the most important things you will learn in this class, due to the fact that research and finding answers on your own will be critical to your successful completion of projects.

It is important to note that learning how to find answers on your own is primarily important because you may not always have someone to help you with technical problems, and because what I teach you today could become completely obsolete later on and you will need to be able to learn an entirely new technology on your own – whether through Google, Lynda.com or other tutorials, a reference book, or another specialized class.

This class will help you learn to balance design and technology, and is still a design class, not a programming class. Topics will be focused toward design, but will help you learn to communicate with a programmer/developer.

I will be teaching you the basics, but if you are going above and beyond, which is highly encouraged, you will especially have to be more willing to research on your own.

If you need technical help, first refer to the class demos and put the effort in to research how to do something before you come to me. I will ask you how you researched the problem. If you could not find an answer after proving to me that you looked or gave a few attempts and it didn't work, then I will try and help you figure out where to find the solution to the problem. Though I know it seems frustrating and time-consuming, learning how to problem-solve is rewarding and will pay off in the long run.

PRINTING

All students must arrive to class with their projects printed out and ready for critique. If you feel that you are scrambling to print, plan your time wiser so that you allow for more print time before class. At the instructor's discretion, printers may be turned off at the beginning of class.

ASSET CREATION

Assets in the context of digital media include photos, drawings, icons, images, sound, video, or any other media element which is incorporated into a project. Every project produced in this class will be published to the web. *Every element must be original or completely copyright free*. Everyone will potentially be able to see your work beyond the classroom and you do not want to find yourself or the school in any legal trouble. Completely original and copyright free work will also make for a better portfolio piece.

COURSE WORK

Stop-Motion	15%
Music Interpretation	20%
Type Specimen	25%
Product Video	30%
Participation	10%

PERCENTAGE SCALE

100-94	A	76-74	C
93-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-64	D
83-80	B-	63-60	D-
79-77	C+	60-0	F

GRADING SCALE

A | High quality work demonstrating outstanding skills, craftsmanship, and innovative approaches to the problem.

B | Satisfies the minimum requirements of the project and demonstrates thorough understanding of concepts and principles.

C | Satisfies the minimum requirements of the project.

D | Does not satisfy the minimum requirements of the project. Problems with quality and/or knowledge of concepts.

F | Falls well below expected standards in solving the minimum requirements of the project.

PROJECT EVALUATION

While your project grades are mostly based on the final presentations, you will also be evaluated for conceptual development, process, effectiveness, and collaboration. In addition, your ability to meet deadlines for homework, participate during discussions, and contribute to class discussions will count toward your final grade.

GRADE INQUIRIES

I do not reconsider grades. There are no exceptions. Each grade is final. I am available during office hours to provide further project feedback if there are any questions.

COMPUTER LAB

Use of the university computer labs is a privilege. Users must not download software updates or trial versions. Users must not engage in illegal activities such as sharing music or software. Equipment must not be used to copy, replicate, or in any way violate trademark, license, or copyright. Computers, software, and web space must not be used for commercial purposes.

TECHNICAL PROBLEMS

Students must always backup their work to flash drive or external hard drive in order to reduce risk of lost or damaged files. Never work directly from the (U) Drive on your portable drive. It is much slower and can cause a lot of problems. Work on the desktop and remember to save to your portable drive when you are finished.

ACADEMIC INTEGRITY

Western Washington University students have an obligation to fulfill the responsibilities of their particular roles as members of an academic community. Honesty is essential to learning. Without it, fair evaluation for all is impossible. Academic integrity is demanded, and academic dishonesty at Western Washington University is a serious infraction dealt with severely. Students shall not claim as their own achievements, work or arguments of others, nor shall they be a party to such claims. It is the instructor's responsibility to confront a student and to take appropriate action if academic dishonesty, in the instructor's judgement, has occurred. For help and guidance with the academic honesty procedures, students should contact WWU's integrity website: wwu.edu/integrity.

STUDENTS WITH DISABILITIES

Reasonable accommodation for persons with documented disabilities should be established within the first week of class and arranged through Disability Resources for Students: telephone (360) 650-3083; email drs@wwu.edu; and online wwu.edu/depts/drs/.

This syllabus is subject to change. Changes, if any, will be announced in class. Students will be held responsible for all changes.