The Art Institute of Philadelphia®

Course: Motion Graphics for the Web   Course Number: GR20790
Instructor: Christine Shanks
Day/Time:
Prerequisites: GR10471 Digital Imaging & Manipulation
            GR20571 Typography II
Building: MAIN   Room: 421

Email Address: cshanks@aii.edu
    Any email must contain your name, class name, class meeting day and time.

    Email me with questions and concerns! I am easy to get in contact with.

Web Address: shanks-creative-education

Office Hours: http://www.shanks-creative-education.com/office-hours.html

It is best to email me a day before for appointment

Location varies: 3rd Floor Office or my classroom/s for the day

Monday & Tuesday 12-1 and 5-6

Contact Hours: 4 Per Week
Instructional Contact Hours: Lecture: 22 Hrs   Lab: 22 Hrs
Academic Credits: 3 Hrs
Course Length: 11 Weeks

Course Description:
Interactive visual design provides an introduction to Flash-based interactive design for the web and applications.

Institutional Learning Objectives
- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Use critical thinking in creative and innovative problem solving and decision- making.

Program Objectives
- Apply the critical thinking process and initiate creative solutions to graphic design challenges
- Use appropriate software solutions to design problems for print and web
- Apply professional principles and techniques of electronic file preparation
- Utilize protocols, media, and coding for web solutions
- Demonstrate a working knowledge of the essentials of good design, incorporating color, layout, white space, and typography
- Understand basic Web design and motion graphics
- Apply appropriate software solutions to design problems

Competencies/Learning Objectives:

1. Incorporate various animation techniques into the development of interactive applications and presentations
2. Incorporate text, graphics and media files into interactive applications and presentations
3. Incorporate basic scripting techniques into interactive applications and presentations

Recommended Text and Technology:

Textbook: Books and online tutorials for Flash, After Effects, CSS3 & HTML5,
                            JavaScript & jQuery

Technology: High capacity storage device or media

Instructional Materials and References:

Additional reference materials will be provided throughout the quarter

Date of Final Review: 11th week
Estimated Homework Hours: At least 4 per week
Estimated Technology Hours: At least 4 per week

Accommodations:

"The Art Institute of Philadelphia provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Philadelphia.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator, Eileen Alexander, at 215-405-6424 or via email at epalexander@aii.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Eileen Alexander in Room 346 telephone number 215-405-6424. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment."

Attendance Policy: http://www.shanks-creative-education.com/course-policies.html
- The Art Institute of Philadelphia is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.

- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom**. If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

- Students who are not marked present in <u>any</u> of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include

days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

• Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

• If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Ai Unearned F (UF) Grade Definition

<u>Unearned F Grade</u>: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

Class Policies:

Policies/Grading: Please see website for ALL Policies and Grading Criteria
Read the Class policies, which are strictly followed http://www.shanks-creative-education.com/course-policies.html

http://www.shanks-creative-education.com/grading.html

Backup Work:	Be careful to save all projects, files and backup your files. If you loose your files before the final due date you will not pass the course. See attached Attendance policy. Updates and projects outlined on the class website. Check website and school email regularly for updates.
Technology Needed:	PC and/or Mac computers and all software necessary to complete portfolio.
	Wordpress blog or Student Webspace Vimeo or Youtube account

Required Materials and References: Budget for the following:

-Online books and tutorials

-Possible templates, plugins, memberships, etc.

-DSLR for photographs (can check out from 6th floor equipment cage)

-Tablet and stylus

-Drawing pad, pens, pencils, mixed media, etc.

-Content for animations

Teaching Strategies:

This course consists of a series of reviews and critiques that guide the student's development of their final pieces.

Grading/Method of Evaluation

Grades will be calculated on the following percentages (%):

A 95-100	C+ 78-79
A- 90-94	C 74-77
B+ 88-89	C- 70-73
B 84-87	
B- 80-83 3%	
Seriously consider your dedication	

D+ 68-69
D   60-67
F   59-0

Academic Integrity Policy:

The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty, which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.

2. Copying answers from the quiz and/or examination of another student.

3. Plagiarizing or falsifying materials or information used in the completion of any assignment.

4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.

5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.

6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.

7. Stealing and submission of another student's work as your own.

8. Aiding or abetting any of the above.

The Art Institute will impose the following sanctions when a student is found to have committed any of the above infractions:

1st offense = failure of class *
2nd offense = suspension for two (2) quarters
3rd offense = expulsion

* EXCEPTION: Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

Weekly Outline

Class/ Week	Topic	Assignment	Due / Notes

1	Course Introduction & Overview
	Interactive Design Principles
	When to Animate
	When not to Animate
	Examples
	Types of animation GIF, Flash, HTML5, CSS3, JavaScript, jQuery
	
	Introduce GIF assignments frames and timeline
	
	You do not have to use all new images/type for projects in class.
	What projects do you have that would be interesting when put to motion?
	Which ones do you foresee having an audio track?
	
	    Create your brainstorm List
	    Collect the projects
	    Bring them to class next week
	
	http://www.shanks-creative-education.com/motion-graphics-for-web.html
	
	http://www.shanks-creative-education.com/animation-examples.html
		PS Animation:
		
		-One Timeline Animation (base it off a portfolio piece or think about how it can be incorporated into one)
		
		-One Frame Animation (cinemagif or flipbook)
		
		Timeline GIF:
		-One Animated Timeline GIF using Type or Graphics
		(story board then turn the idea into a layered PS file)
		(this can be from some elements you have already made)
		
		Frames GIF:
		Choose either or both if you get passionate
		
		-One Hand drawn Flipbook GIF
		http://www.wikihow.com/Make-a-Flipbook
		
		http://www.instructables.com/id/How-to-Make-an-Animated-Gif-In-Photoshop-and-prin/
		
		OR
		
		-One Cinematic GIF with limited motion (see cinemagif examples)
		(shoot in burst mode on tripod using stills or video)
		http://www.photokaboom.com/photography/learn/Photoshop_Elements/animated_GIFs/1_animated_GIFs.htm#Example
		
		Brainstorm list for course
		
		Bring Projects for
			Create all files for Frame GIFs using flipbook or cinemagif
			
			Create storyboard for timeline GIF, how should it move, what should it do
			
			Create/ Alter elements for timeline animation, each animated element will be on its own layer
			
			Brainstorm List Bring Projects

		consideration	
2	GIF Day Timeline and Frames Intro to frame animation like flipbook and cinegraph Intro to the complex timeline and scrub bar, a concept that you will use in ALL motion graphics programs	**Progress GIFs**	Both GIFs due wk4
3	GIF Timeline Additions Animating Clipping Paths to reveal, change texture, etc. Animating Smart Objects for better rotation	**Complete Timeline and Frame GIFs**	**Due wk4**
4	Type Animation: After Effects http://www.shanks-creative-education.com/type-examples.html http://www.shanks-creative-education.com/motion-graphics.html http://blogs.adobe.com/aftereffects/2010/01/getting-started-with-after-eff.html After Effects sound demos: http://www.youtube.com/watch?v=AKts-Gfdxgs http://www.youtube.com/watch?v=i0ojEGjquNg&feature=share&list=PL5B44853C58C12722 http://www.youtube.com/watch?v=txVp668gJyU&feature=share&list=PL5B44853C58C12722 http://www.youtube.com/watch?v=D_74BHZWn-Y	**<u>Progress Type Animation</u>** Additional excellent tutorials to take you farther: http://ae.tutsplus.com/tutorials/motion-graphics/design-rhythmic-motion-typography-in-after-effects/ http://www.lynda.com/After-Effects-tutorials/Editing-Animating-Sound-Adobe-After-Effects/124094-2.html http://www.premiumbeat.com/blog/animating-text-on-a-path-in-after-effects/ http://www.youtube.com/user/mogacomm1?feature=watch	**Due wk 6** **Progress weekly**
5	Power of Audio Kinetic Type Animation After Effects	**Complete Type Animation**	**Due wk 6**
6	Intro to After Effects Basics, setting up layers, audio markers and compositions	**Progress Portfolio Project**	Assignment Progress
7	Presets and Effects	**Progress Portfolio**	Assignment

		Project	Progress
8	**Final Project Introduced: Parallax Scroll Motion Site with Gif and H.264 mp4 added** HTML 5, CSS3, JavaScript, jQuery SVG, PNG	**Progress Portfolio Project** **Website**	**Coded Animations** Assignment Progress
9	Work Day	Putting it all together	Assignment Progress
10	Work Day	Putting it all together	Assignment Progress
11	**Final Project Review, website complete, all animation and web elements working** **Export/Upload kinetic type videos to Youtube or Vimeo (be sure credits are at end for Animator: YOU and Audio Artist**		**Final Project, all 4 animations due in customized website with at least 1 coded animation**

PROJECTS:

1 Frame GIF
1 Timeline GIF to work with a Portfolio Piece
1 Typographic Animation with audio to work with a Portfolio Piece

Website, blog, or Youtube or Vimeo:
All Projects will be added to a customized Parallax Scrolling Site with code animations such as:
Several Interaction States for Clickable items like Navigation
1 interesting CSS animation (anything you want) like color changes for sections, type, etc.