Course Syllabus

Course Number: ART 448
Course Title: Sequential Media
Course Description: This course is an introduction to various multimedia applications and how they work together with external hardware like cameras and audio recorders.
Class Meeting: Tue, Thr 12:30pm-3:10pm
Session/Year: Fall 2015
Instructor Name: Otto Lai
Contact Information: cloneofotto@gmail.com
Availability Out of Class: email
Course Length: 16 Weeks
Units: 3

Learning Objectives:
• Demonstrate an understanding of writing, interpreting and producing narrative presentations using visual, audio and written elements.
• Demonstrate an understanding of conceptual and theoretical issues relating to presenting sequential information creatively.
• Demonstrate a technical proficiency of current technology including cameras, audio recording devices, and computer software.
• Demonstrate an understanding of presentation formats of sequential media
• Maintain an electronic Journal logging project progress.
• Stay current with contemporary trends in media through research and observation of art and culture.
• Demonstrate an understanding of conceptual and theoretical issues relating to their projects by a written description of their project, and an oral presentation of their project in a critique
• Demonstrate an understanding of critical discourse and formal critique by regular attendance and participation in class critique sessions.

Homework Assignments:
27 Assignments (2 pts each) = 54%
Projects:
Project 1 - Music Video (10 pts) = 10%
Project 2 - Interview (10 pts) = 10%
Project 3 - Kinetic Type (10 pts) = 10%
Project 4 - Documentary (16 pts) = 16%

Makeup and Late Work:
Otto’s Late Work Policy
• Any assignment can be resubmitted for a better grade
• Any assignment can be resubmitted as many times as you want
• If your assignment is late there is a 25% point deduction no matter how many times you resubmit
• No resubmissions accepted after 6:10pm on May 6th, 2015

Prerequisite
Every student must show proof of prerequisites by the third class period. Preregistered students who are unable to show proof of prerequisites may be administratively dropped by the instructor. If space is
available, the instructor may add crashers who are able to show proof of prerequisites. By the second class period turn in a copy of either a grade report for prerequisite class or student transcript. The prerequisite for this course is Art 340, or 341, or 344A, or 348; or consent of the instructor. Other previous experience might be acceptable.

The instructor may retain copies of digital files and printed examples of student projects for the purpose of SDSU related display, exhibitions and publicity.

Course Calendar Outline

Week 1:
Tuesday
Work due: none, it’s the first day
Topics: Intro Premiere Pro, moving clips, making cuts, Color Matte to remove gaps, duration, Slideshow, Crop
Homework: Slideshow from Comic Strip

Thursday
Work due: Slideshow from Comic Strip
Topics: Export/Insert frame, make title/credits, wobble animation
Homework: Wobble

Week 2:
Tuesday
Work due: Wobble
Topics: Intro AE, mask and keyframe fundamentals with City Skyline exercise, mask path animation with Reveal Mask exercise, Intro Alpha Track Matte
Homework: AE - Alpha Track Matte with Reveal Mask

Thursday
Work due: AE - Alpha Track Matte with Reveal Mask
Topics: RGBA Channels, Clipping Masks and Alpha Track Matte, mask feather/expansion
Homework: Practice Globe Tutorial

Week 3:
Tuesday
Work due: Globe Review
Topics: Luma Track Matte series, Dynamic Link with NYC exercise, Export Movie, discuss Proj 1 Rubric
Homework: Dynamic Link

Thursday
Work due: Dynamic Link HW
Topics: Premiere Markers, After Effects Markers, discuss Proj 1
Homework: Finish Proj 1 Music Video

Week 4:
Tuesday
Work due: Proj 1 Music Video
Topics: AE parenting, AE intermediate mask keyframing with Square, Circle, Tri exercise, Text on path with Leopard exercise
Homework: Moving Text on Path

Thursday
Work due: Moving Text on Path  
Topics: Intro to Audacity, Intro to Audition, noise removal  
Homework: Painter Edit and Reduce Noise

**Week 5:**
**Tuesday**
Work due: Painter Edit and Reduce Noise  
Topics: AE intermediate mask keyframing with A,B,C exercise, Premiere Ripple vs Rolling Edits  
Homework: POW Edit

**Thursday**
Work due: POW Edit  
Topics: AE lower thirds, discuss Proj 2 Interview  
Homework: Lower Thirds

**Week 6:**
**Tuesday**
Work due: Lower Thirds  
Topics: AE reasons for Pre-Comp/Nesting, discuss Proj 2 Interview Rubric  
Homework: Written Plan for Proj 2 Interview

**Thursday**
Work due: Written Plan for Proj 2 Interview  
Topics: AE Color Key, Color Range, Keylight  
Homework: Key out Green Screen

**Week 7:**
**Tuesday**
Work due: Key out Green Screen  
Topics: AE Color Correction, Premiere Three-Way Color Corrector  
Homework: Finish Proj 2 Interview

**Thursday**
Work due: Proj 2 Interview  
Topics: AE intro to 3D layers  
Homework: 3D Blocks with After Effects

**Week 8:**
**Tuesday**
Work due: 3D Blocks with After Effects  
Topics: AE 3D camera and lights, option swap  
Homework: 3D with Camera Move and Shadows

**Thursday**
Work due: 3D with Camera Move and Shadows  
Topics: Kinetic Type Intro, keyframing backwards, syncing with audio, discuss Proj 3 Kinetic Type  
Homework: Kinetic Type Homework

**Week 9:**
**Tuesday**
Work due: Kinetic Type Homework  
Topics: 3D Kinetic Type, AE Animator for Text, AE Radial Wipe and other transitions, AE animate numbers, discuss Proj 3 Kinetic Type Rubric  
Homework: Finish Proj 3 Kinetic Type

**Thursday**
Work due: Proj 3 Kinetic Type
Week 10:
Tuesday
Work due: Loop your own shape
Topics: AE Transitions, panning, Photoshop Clean Plate techniques
Homework: Clean Plate with AE and Photoshop

Thursday
Work due: Clean Plate with AE and Photoshop
Topics: AE expressions pickwhip, Action Script, Wiggle, Adjustment Layers w Speaker exercise
Homework: Audio Amplitude

Week 11:
Tuesday
Work due: Audio Amplitude
Topics: AE Position Tracker, Corner Pin Tracker, discuss Final
Homework: Written Proposal for Final

Thursday
Work due: Written Proposal for Final
Topics: AE Hold vs Linear keyframes, Keyframe Interpolation, Easy Ease, copying and pasting keyframes
Homework: Animate Stop Motion Style

Week 12:
Tuesday
Work due: Animate Stop Motion Style
Topics: AE Puppet tool, cutout animation style, parenting a skeleton
Homework: Animate still from storybook

Thursday
Work due: Animate still from storybook
Topics: AE Time remapping, Lip Sync
Homework: Lip Sync

Week 13:
Tuesday
Work due: Lip Sync
Topics: AE Rotoscopying, Tracking assisted Roto
Homework: Roto Silhouette

Thursday
Work due: Roto Silhouette
Topics: Professional Pipelines, AE Graph Editor
Homework: Compositing VFX

Week 14:
Tuesday
Work due: Compositing VFX
Topics: Marker Removal, Wire Removal, Graffiti Exercise
Homework: Track and Match

Thursday
Work due: Track and Match
Topics: HP frame exercise, Reshape tutorial
Homework: First Cut of Final
Week 15:
Tuesday
Work due: First Cut of Final
Topics: AE Alpha Track Matte review Globe exercise
Homework: Work on Final
Thursday
Work due: Final Due
Have good break!