

Com 319, Spring 2024

Motion Graphics & Visual Effects

Instructor:	Dr. Brent Simonds
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Canvas:	Course schedule, course mail, discussions, lecture notes, grades, etc.
Office:	Fell 413
Office Hours:	Tuesday/Thursday 10:30 am – 12:00 am or by appointment/Zoom

Course Objectives

In-depth investigation of the art and craft of motion graphics and visual effects utilizing state-of-the-art techniques. Students will explore exemplary historical and contemporary motion designs to enhance and inform their own creative and technical growth.

As a result of participation in this course, students will be able to:

- identify and discuss major filmmakers/designers used as exemplars
- explain the use of various video formats/technologies (frame size/rate, color, codec, etc.)
- demonstrate animation techniques (keyframing and keyframe editing)
- demonstrate compositing techniques (blending modes, masks, mattes, keying, etc.)
- create a kinetic typography video
- create a Commercial Announcement

Textbook (provided)

Meyer, T. & Meyer, C. (2016). *After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics Artist* (4th ed.). New York: Routledge.

Course Requirements

- Lecture/Lab participation, discussion, & reflection
- Midterm Exam (demonstrating basic animation with provided elements)
- Kinetic Typography Video
- PSA Final Project
- Final Exam (knowledge of video technology/history)

Graduate Students

Note: If you are taking this course for graduate credit, an additional motion graphics project will be required. The scope of this project will exceed the expectations for the final project.

This project could be a standalone production or a motion graphics/special effects sequence in a longer film. Meet with me to determine an appropriate topic suited to your professional aspirations and of sufficient complexity to earn graduate credit. **Note:** Graduate Projects are worth 50 points and will result in a course point total of 490.

Grading

Assignment	Points
Weekly Reflection/Discussion (9x10)	90
Attendance (lowest two scores dropped)	75
Midterm Exam	50
Kinetic Typography	100
Final Project	100
Final Exam	25
Total	440

Graduate Grading

Assignment	Points
Weekly Reflection/Discussion (9x10)	90
Attendance (lowest two scores dropped)	75
Midterm Exam	50
Kinetic Typography	100
Final Project	100
Final Exam	25
Graduate Project	50
Total	490

Grading Scale

Grade	Percentage	Undergraduate Points	Graduate Points
A	90-100%	396+	441+
B	80-89%	352+	392+
C	70-79%	308+	343+
D	60-69%	264+	294+
F	59% & below	263 -	293-

Course Policies

1. Regular attendance is expected. Students should have read/viewed the assigned material prior to class and be prepared to participate (ask questions, complete lab tasks). Being absent/tardy or failure to actively engage in class activities will negatively affect your grade. For any absence to be excused, you must contact the Dean of Students Office and provide them with the necessary documentation (e.g., doctor's note).
2. Exams must be taken at the scheduled time unless you have contacted me in advance to make other arrangements and have sufficient cause to take the test at another time.
3. Deadlines must be met unless you have met with me and I have approved a delay. Late assignments will have points deducted equivalent to one letter grade for each day late.
4. For your own protection, please keep digital copies of all assignments you submit to me.
5. Plagiarism (i.e., presenting someone else's work as your own or without proper acknowledgment) or any other type of academic dishonesty (e.g., cheating on an exam) will be considered justification for failure in the course.

Absences due to Student Bereavement: Students who experience the death of an immediate family member or relative as defined in the University Student Bereavement Policy will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. Students are responsible for providing appropriate documentation to the Dean of Students office and for contacting the instructor as soon as possible to make arrangements for completing missed work. More information is available in the Student Bereavement Policy at <https://policy.illinoisstate.edu/students/2-1-27/>

Research Participation - Extra Credit: There will be a few extra credit opportunities for research participation. The extra credit points will be added to your final grade, and may not necessarily appear in the gradebook immediately upon your completion of the opportunity. There are no guarantees for extra credit, and it is each student's responsibility to be aware of and take advantage of such opportunities. You may receive extra credit for participating in any of the studies posted to the School of Communication's Research Announcement Board. The Research Announcement Board is updated as research studies are opened/closed, and it is your responsibility to access the Board and be aware of available opportunities. The Research Announcement Board can be accessed via: <https://sites.google.com/site/ilstusocstudies>

In general, each 30 minutes of participation in an extra credit study will earn you .5 Research Credits, but please see the call for participants for the Research Credits associated with each study. For example, if you participate in a research study worth .5 Research Credit, your participation would provide 5 points to your final grade. Each project listed on the Research Announcement Board will indicate the specific number of Research Credits associated with the project. You can only receive five extra points once for Com 319.

I will get evidence of participation and the time of participation from the researcher(s) who administer the research studies at the conclusion of the semester; however, it is your responsibility to make sure that the researchers have the necessary evidence of your participation at the time of the study. Before participating in a study, please be sure to have your name, ULID (i.e., the part of your email before @ilstu.edu), instructor name, and course and section number ready, as you will need to provide these to receive credit. Research Credit can only be applied to one course for each study, unless specified otherwise on the Research Announcement Board. After the final exam, there will be no further opportunities for extra credit or to otherwise improve your grade.

Non-Research Extra Credit Opportunities (Instructor Determined): There may be some studies for which you are not eligible (e.g., recruiting based on gender or family structure) or in which you do not wish to take part. Reasonable alternatives are available for those not able or wanting to take part in specific studies, to ensure equitable non-research-based opportunities. Throughout the semester, the instructor will announce non-research opportunities for extra credit, which may include attending a colloquium, reading a recent article or research paper, or attending an on-campus event and writing a summary of the connection of the event to course content. The instructor will make these opportunities and specific details available as they arise.

Special Needs: Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website: www.StudentAccess.IllinoisState.edu

Mental Health Resources: Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at <https://counseling.illinoisstate.edu> or by calling (309) 438-3655.

Spring 2023 Schedule

Week	Tues	Topic, Activities, & Designers	Thurs	Topic & Activities
1	01/16	Introduction, Orientation <i>Saul Bass</i>	01/18	Introduction, Orientation
2	01/23	<i>Kyle Cooper</i> , AEA #01	01/25	AEA #01
3	01/30	<i>Angus Wall</i> , AEA #02	02/01	AEA #02
4	02/06	<i>Lisa Bolan</i> , AEA #03	02/08	AEA #03
5	02/13	<i>Momoco (Nic Benns & Miki Kato)</i> AEA #04	02/15	AEA #04
6	02/20	<i>Aaron Becker</i> , AEA #05	02/22	AEA #05
7	02/27	<i>Shine (Michael Riley)</i> , AEA #06	02/29	AEA #06
8	03/05	Review for Midterm	03/07	Hands On Midterm Exam
9	03/12	Spring Break!	03/14	Spring Break!
10	03/19	Open Lab Kinetic Typography	03/21	Open Lab Kinetic Typography
11	03/26	Open Lab Kinetic Typography	03/28	Kinetic Typography Due
12	04/02	<i>Man vs. Machine (Mike Alderson)</i> AEA #07	04/04	AEA #08
13	04/09	<i>Karin Fong</i> , AEA #09	04/11	AEA #10
14	04/16	Open Lab for Final Project	04/18	Open Lab for Final Project
15	04/23	Open Lab for Final Project	04/25	Open Lab for Final Project
16	04/30	Open Lab for Final Project	05/02	Open Lab for Final Project