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MAR 323.01M: 3D Motion Design

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Media Arts 323

3D Motion Design

Autumn 2013 - The University of Montana, Missoula

Blended Course

McGill 123 Thurs 12:10-01:30

Professor: Heejoo Gwen Kim

Office Hours: TBA

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MAR 323 3D Motion Design is a class intended for the Media Arts BFA student to take their motion design skills and techniques to a new level, while also focusing on creative content and expression. We will focus primarily on 3D/(2 1/2 D) workspaces and various particles in order to help accomplish this goal. The tools we will be using will be Adobe After Effects and Maxon's Cinema 4D. While most of the work with AE will be intermediate to advanced, the actual 3D work will be fairly introductory and basic. This aside, students should expect to leave this class feeling confident and competent in the creation of compelling work, and ready to compete with the commercial creative world.

We will be working in a new class format, called a "Blended Class." This means that a majority of the content will be delivered online, with a healthy face-to-face component integrated into our schedule. We will be meeting in-class once a week, per the time scheduled on your class structure, available on cyberbear, umonline, etc. I will be asking a fair amount from you on your own time, and will expect you to be ready for daily interactions/project updates/deadlines. The in-class time will primarily be focused on creative development and technical problem solving. While the time on your own will be mostly about developing new skills and techniques.

COURSE DESCRIPTION

This course provides instruction of the fundamental principals of digital compositing, with emphasis on: 3D composition, concept, layering, digital cinematography, lighting, and the animation of images in time and space in order to establish a common aesthetic and technical language necessary to develop quality time-based art and design.

This is a studio course where artists will integrate production techniques, various forms of digital design, and create original time based digital compositions as an expressive and communicative art form.

Aesthetic, technical and conceptual issues will be addressed through lectures, demonstrations, projects, and critiques.

Students are evaluated based on their contribution to the class discussions, critiques, and technical proficiency with various media and toolsets.

OBJECTIVES

Students will demonstrate understanding of the following principles and techniques through studio assignments:

Concepts and Terminology

compositing

composition

color perception

animation

spatial relationship

timing

cause and effect

blending techniques

three-dimensional staging and lighting

Application of still image based software in conjunction with motion and time based software :Adobe After Effects, Photoshop, Illustrator and others. Project Development and presentation

TOPICS

Project Setup
Composition
3-D Staging
3-D Cameras
3-D Lighting
3-D Modeling
Motion Theory
Basic Particles
Track Mattes
Professional Production Techniques

GRADING

Philosophy

It is a common misconception that teachers assign grades when in reality it is the student who earns the grade. You are responsible for the effort put into each project therefore you assign your own grade. The purpose of grading, from a teachers perspective, is to clearly and accurately pinpoint the strengths and weaknesses of your progress.

Evaluation

Your overall grade will be based on your understanding of the information and ideas discussed, your formal, technical, and conceptual progress as demonstrated in projects, your participation in class discussions, and professionalism during the course.

Grades will be based on the following formula:

Project 1 will account for 25%

Project 2 will account for 30%

Project 3 will account for 45%

Each project will be graded on the application of technique and conceptual principles to the creative work, the organization of the production process, participation, technical proficiency with the various software applications, their aesthetic application, problem solving, project presentation and the ability to meet deadlines. The exercises/projects and descriptions are listed on the 15-week schedule sheet.

Expectations for class participation

Participation by all members is critical to the success of this studio. Excellent participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic.

Attendance & participation

Good attendance and punctuality are expected for this course and will strongly affect your grade. This is especially important, with this class being a BLENDED course. We only meet once a week in person, so it's critical you make every effort to be present. Only **two** (2) unexcused absences will be allowed. Every unexcused absence beyond this will lower your grade by a letter grade. A total of six absences, excused or unexcused, will result in you receiving a grade of "F" for the class. Excused absences include religious holidays, a verifiable death in the family or illness with a doctor's note.

Classroom etiquette

You are expected to conduct yourself with proper respect for the classroom environment. Disruptive behavior will not be tolerated. Turn off your cell phones and beepers prior to class. (Does anyone even have beepers anymore?)

THE LAB

- What this lab is..... This lab has been established so that students in the Media Arts department can have a dedicated lab in which to do their course work. You will have Griz Card access to this lab all day, every day. After hours access to the McGill building (locked after 10pm) can now be activated via approved Griz Cards on the south entrance nearest the tennis courts.
- What this lab is not..... This lab will not be used to work on things that are outside of the course requirements and will not be used by students outside of the program. If you want to spend time fooling around with your friends, then do it at home. Abuse of this lab will not be tolerated.

SOFTWARE INFORMATION

The primary software programs that you will be using are:

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Cinema 4D

You will also be using the Internet and the network browser in the lab.

- It is important that throughout the class you take advantage of the manuals, the program help menu, and related articles downloaded from the web.

THIS COURSE SYLLABUS IS SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR.

Academic Misconduct and the Student Conduct Code

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at www.umt.edu/SA/VPSA/Index.cfm/page/1321.

Calendar

SEMESTER PLAN				
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
<p>Welcome Introductions Creative Juices: Animate your name VIDEO GROUP 1</p>	<p>Review Assistance Introduce Project 1: ANIMATED TIMELINE VIDEO GROUP 2</p>	<p>Studio work Hands-on time VIDEO GROUP 3</p>	<p>Project 1 rough-cut due online by 12pm (noon) Tuesday, September 17. VIDEO GROUP 4</p>	<p>Project 1 FINAL due IN-CLASS</p>
WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10
<p>Introduce Project 2: INVENTOR'S JOURNAL Examples/Ideas VIDEO GROUP 5</p>	<p>Studio Work Trapcode Intro VIDEO GROUP 6</p>	<p>Studio work Hands-on time VIDEO GROUP 7</p>	<p>Project 2 rough-cut due online by 12pm (noon) Tuesday, October 22.</p>	<p>Project 2 FINAL due IN-CLASS VIDEO GROUP 8</p>
WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15
<p>Introduce Project 3: MUSIC VIDEO Examples/Ideas Cinema 4D VIDEO GROUP 9</p>	<p>Continuing with Cinema 4D Workshop VIDEO GROUP 10</p>	<p>Studio work Hands-on time VIDEO GROUP 11</p>	<p>NO CLASS Project 3 rough-cut due online by 12pm (noon) Tuesday, November 26. VIDEO GROUP 12</p>	<p>POLISHING & FINISHING Project 3 FINAL due DURING FINALS</p>