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MART 422.01: Digital Compositing II

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SYLLABUS
MEDIA ARTS 422 - Section 1
COMPOSITING II – PROFESSIONAL DEVELOPMENT
3 Credits - Spring 2014 - The University of Montana
Instructor: Hailey Faust
Office Hours: By Appointment
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COURSE DESCRIPTION
This course will focus on preparing students for the transition between academic and professional environments in the media industry. Students have spent the past few years building a robust body of work, which they will now polish and package through creative branding and design. Guest lectures and interviews will provide insight into current industry standards, professional workflow and entering the creative workforce.

OBJECTIVES
Students will create cohesive personal identity packages including:

- **Logo & Style Guide**
    - Typography
    - Color Palette
    - Textures
    - Logo Variations
- **Identity Package**
    - Resume
    - Cover Letter
    - Business Card
    - Packaging
    - Portfolio CD Case
- **Website**
    - Design Reel
    - Animated Logo Splash
    - Polished Portfolio
    - Cohesive design

TOPICS
- Professional Workflow
- Mood Boards & Style Guides
- Creative Branding
- Pitching a Concept
- Public Speaking
- Freelancing
- Writing a Resume & Cover Letter
- Knowing your Audience
- Career Options
- Cohesive Harmony in Design

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 teacher's 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, presence for guest speakers and professionalism during the course.

There will be a total of 100 points for the course and the following distribution of points will be used:
(listed in chronological order)

Exercise 1: Dream Job Research : 5 pts.

Exercise 2: Mood Board : 5 pts.

Project 1: Logo & Style Guide: 20 pts.

Project 2: Identity Package: 20 pts.

Project 3: Animated Logo Splash & Reel: 20 pts.

Project 4: Website Portfolio: 20 pts.

In-Class Participation: 10 pts.

Projects 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.

See the Production Schedule below for exercise and project due dates.

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. Your peers are your greatest assets as they will be able to give unique perspectives on your work before you present it in the professional world. When we have quest speakers scheduled, participation and attendance is mandatory.

ATTENDANCE
Good attendance and punctuality are critical to success in this course and will strongly affect your grade. Two (2) unexcused absences will be allowed. Every unexcused absence beyond this will lower your grade by a letter grade. A total of seven absences, excused or unexcused, will result in you receiving a grade of "F" for the class. Excused absences include religious holidays, a death in the family or illness with a doctor's note. If you have extenuating circumstances, please talk to me before you are absent so I can evaluate if it is excusable.

Regularly coming to class late is not acceptable. It is distracting and disrespectful to both the instructor and your fellow students. After one warning by the instructor additional late arrivals will be counted as absences.

MOODLE

Moodle will serve as our home base this semester; a place to share inspirational materials and assignment instructions, upload completed assignments, review grades and feedback, and to find links to resources. Be sure to check the Moodle page regularly for announcements regarding homework and projects.

BACKING-UP YOUR WORK

As senior BFA students, this is undoubtedly review. It cannot be stressed enough how critical it is to back up your files! Computers, especially in public labs, are prone to all manner of errors and failures. On the other hand, portable flash drives and hard drives prone to theft, loss and damage. Only you are responsible for protection of your data. You should be saving your projects, frequently, on both your workstation's hard drive and on your personal portable media. It would even be wise to back up your portable media on your home computer, just in case. It may seem like a hassle, but trust us, when your computer crashes or your flash drive gets washed in your pants pocket, you will be really happy not to have to redo your work.
LOSS OF DATA, FOR ANY REASON, IS NOT AN ACCEPTABLE EXCUSE FOR TURNING WORK IN LATE.

CLASSROOM ETIQUETTE

Please be respectful of your instructor and your peers:
- Turn your cell phones off when you enter the classroom.
- Please check your email, tweet, and update your FB profile on your own time.
- Please be seated, and logged in to your computer before the start of class. If you arrive in class after attendance has been taken, it is YOUR responsibility to make sure your presence is counted in the attendance log.
- Follow all posted computer lab rules, including those involving food/drink.
- **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 http://life.umt.edu/vpsa/student_conduct.php**

THE LAB

What this lab is:
This lab has been established so that students in the School of Media Arts 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 (except for when other classes are in session.) After hours access to the McGill building (locked after 10pm) can 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 Media Arts course requirements and will not be used by students outside of the program. Abuse of this lab will not be tolerated.

SOFTWARE INFORMATION

The primary software programs that you will be using are:
- Adobe After Effects CS5
- Adobe Photoshop CS5
- Adobe Illustrator CS5

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

Be self-reliant! There are few better skills we can teach you than to learn to solve your own problems as you enter the professional world. Take advantage of the programs' help menus, they are there for a reason. If you get stuck, Google it! You'll be amazed by how often your question

has already been asked and answered in the support communities and discussion boards online.

Students with disabilities or special needs should see the instructor immediately with any concerns or questions.

PRODUCTION SCHEDULE

It's possible that we will need to make changes to the schedule as the semester progresses. I will always try to update the schedule if we do. But if a date seems wrong or you have any questions, please let me know! Things may shift as we schedule guest speakers.

Mon 1/27	Course Overview, Syllabus Review, Production Calendar, Hit Record EC opportunity
Wed 1/29	Moodboards – Getting the ball rolling with clients, professional workflow Exercise 1: Dream Job assigned – Due Mon 2/3
Mon 2/3	DUE: Exercise 1: Dream Job Informal in-class presentation
Wed 2/5	Exercise 2: Mood Board assigned – Due Wed 2/12 Establishing the look and feel, typography review
Mon 2/10	**Guest Speaker** **Drew Hisey – Owner of Dapper Media**
Wed 2/12	DUE: Exercise 2: Mood Board Class presentation & first impression discussion
Mon 2/17	Project 1: Logo & Style Guide assigned – Due Wed 3/5 The Importance of Stylesheets, Logo Inspiration, Psychology of Color
Wed 2/19	Pitching a concept & Public Speaking tips, Work Day
Mon 2/24	Rough logo sketches due, Incorporating Handmade Elements, Custom Typography Work Day
Wed 2/26	Professionalism **Guest Speaker** **Beth Burman-Frazee – Marketing Director**
Mon 3/3	Project 2 – Identity Package Assigned – Due Mon 3/24 Identity Inspiration, Alternative Paper & Printing Options – Silkscreen, letterpress, gold leaf etc.
Wed 3/5	DUE: Project 1: Logo & Style Guide **In-class critique**
Mon 3/10	Resume & Cover letter etiquette Bring in Resume Next Class for Workshop
Wed 3/12	Resume Peer Review Workshop Different Drafts for Different Gigs
Mon 3/17	Business Cards, Thank You cards, Portfolio CD's & other extras Work day
Wed 3/19	Bringing it all together, the "wow" factor Work day
Mon 3/24	DUE: Project 2 – Identity Package **In-class critique**
Wed 3/26	Project 3: Logo Splash & Design Reel assigned – Due Wed 4/16 Reel & Logo Splash Inspiration, appropriate music choices Spring Break Homework Assigned: Pull together portfolio pieces for peer review

Mon 3/31	**SPRING BREAK – NO CLASS**
Wed 4/2	**SPRING BREAK – NO CLASS**
Mon 4/7	DUE: Portfolio pieces for peer review Discuss in small groups what to keep, cut, or polish
Wed 4/9	DUE: Rough Cut of Logo Splash **Guest Speaker – Scott Gere – Creative Director of Gere Donovan Creative**
Mon 4/14	DUE: Rough Cut of Reel Due Work day
Wed 4/16	DUE: Project 3: Logo Splash & Design Reel **In-class critique**
Mon 4/21	Project 4: Personal Website Assigned – Due Wed 5/7 Overview of various web design platforms
Wed 4/23	Photographing your work for the web **Guest Speaker**
Mon 4/28	Creating an Online Presence: LinkedIn, Behance, Facebook and other social media DUE: Basic Wireframe for Website
Wed 4/30	Interview Etiquette, Practice Questions, Sending Thank You cards, Establishing contacts
Mon 5/5	Work Day
Wed 5/7	DUE: Project 4: Personal Website **In-class critique**
FINAL	Final: The Whole Package! – Present Website & Identity Materials to Faculty & Guests