MART 440.01M: Techniques of Interactive Media Design

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Media Arts 440-01

**Tech Inter Media Design**

Spring 2014 - The University of Montana, Missoula

McGill 213
Professor: Kim, Heejoo Gwen
**Office Hours:** Mon 12:10-01:30 am
**EMAIL:** heejoo.kim@mso.umt.edu

**COURSE DESCRIPTION**

Media Arts majors only. Building on the principles and techniques covered in Mart 340, this project + seminar - based class focuses on the artistic applications of interactive media in an internet/installation/interface/game environment. Students are given a broad interdisciplinary grounding in the skills, concepts, and hands-on experiences they will need to engage the potentials of new technologies in art / design / game making. Students will gain hands-on experience with discussions expose students to concepts of electronic media, perception, intermedia composition, emerging venues, and other issues important to artists working with technologically based media.

**OBJECTIVES**

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

: Concepts and Terminology compositing
: composition animation collaborative process client/studio relationships deadlines
: Application of still image based software in conjunction with motion and time based software :Adobe After Effects, Photoshop, Illustrator and Final Cut.
: Project Development and presentation
: Professional Production Techniques

**TOPICS**

: Topics will be based on student surveys and requests throughout the semester
: Professional Artistic Process via web conference sessions with various artists and professionals in the design/film/media art businesses
: Portfolio presentation

**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. 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 class only meets once a week, so only two (2) unexcused absences will be allowed. Every unexcused absence beyond this will lower your grade by a letter grade. A total of five (5) 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**

**The 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, but not limited to are:

- Adobe After Effects CS 5
- Adobe Photoshop CS 5
- Adobe Illustrator CS 5

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.

**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
Semester Schedule
Week 1 : 01.27.14
Course Introduction / discussion
http://unity3d.com/gallery/demos/feature-videos
http://unity3d.com/gallery/made-with-unity/trailers

Week 2 : 02.03.14
http://cgcookie.com/unity/getting-started-with-unity/
http://cgcookie.com/unity/lessons/1-fundamentals-overview/
: Beginner Editor
http://unity3d.com/learn/tutorials/modules/beginner/editor/interface-overview

Week 3 : 02.10.14
: Beginner Roll-a-Ball
http://unity3d.com/learn/tutorials/projects/roll-a-ball/introduction

Week 4 : 02.17.14
No Class

Week 5 : 02.24.14
: Beginner Roll-a-Ball
http://unity3d.com/learn/tutorials/projects/roll-a-ball/introduction

Week 6 : 03.03.14
: Space Shooter
http://unity3d.com/learn/tutorials/projects/space-shooter

Week 7 : 03.10.14
: Space Shooter
http://unity3d.com/learn/tutorials/projects/space-shooter

Week 8 : 03.17.14
: Space Shooter
http://unity3d.com/learn/tutorials/projects/space-shooter

Week 9 : 03.24.14
: Space Shooter
http://unity3d.com/learn/tutorials/projects/space-shooter
final project discussion : Collaboration and team building

Week 10 : 03.31.14
Spring break

Week 11 : 04.07.14
final project idea presentation

Week 12 : 04.14.14
Individual meeting / Working on final project

Week 13 : 04.21.14
Individual meeting / Working on final project

Week 14 : 04.28.14
Individual meeting / Working on final project

Week 15 : 05.05.14
Individual meeting / Working on final project
final project presentation

:: Final Project
+ Collaboration and team building

:: Research presentation
Your research report is a 20-30 minute in-class presentation.
1 Abstract: Summarizing the topic
2 Background: Technological and conceptual
3 Description
4 Analysis
5 Conclusions: your evaluation / Possible future developments
6 References: books, articles, essays, websites about the topic

resources

Resources lists + links
Intersections of Art, Technology, Science & Culture
http://userwww.sfsu.edu/~infoarts/links/wilson.artlinks2.html
Hans Hooger brogge
Joachim Sauter
Rafael Lozano-Hemmer
Robert Hodgin www.flight404.com
Yugo Nakamura http://www.yugop.com/
David Rokeby
Camille utterback
Squid soup
Jeffrey shaw
Golan Levin and Collaborators
David Rockaby
Toshio Iwai
Maywa Denki
Brian Kneu
Lincoln Schatz
Daniel Rozin
Open Frameworks
Ole Kristensen
Janet Cardiff
Liz Phillips
Scott Snibbe

A+B=C, A lecture by John Maeda
data visualization
Bitmap and Vector Graphics: What’s the Difference?

Designing Minds: Stefan Sagmeister 1, 2, 3

http://www.processing.org/learning/books/
http://www.learningprocessing.com
http://benfry.com
http://www.creativecoding.org/
http://blogs.saic.edu/ats/

Intersections of Art, Technology, Science & Culture
http://userwww.sfsu.edu/~infoarts/links/wilson.artlinks2.html

Basic Composition

http://www.johnharveyphoto.com/LearnComposition/
http://www.youtube.com/watch?v=ENHKj8ltAM

RGB decimal values
http://cloford.com/resources/colours/500col.htm

Color
www.colorblender.com
www.kuler.adobe.com
www.colourlovers.com

Design Principle
http://www.johnlovett.com/test.htm
http://www.visual-research.com/research.html
http://www.medialit.org/reading_room/article694.html
Information
http://www.ted.com/talks/paola_antonelli_treats_design_as_art.html
http://www.ted.com/talks/scott_mccloud_on_comics.html
http://lawsofsimplicity.com/
http://www.ted.com/talks/lang/eng/elizabeth_gilbert_on_genius.html

for inspiration:
http://www.ted.com/talks/ken_robinson_says_schools_killCreativity.html
http://www.ted.com/talks/sir_ken_robinson_bring_on_the_revolution.html

screening: saul bass
kyle cooper: seven
interview 1
interview 2
danny yount six feet under
http://www.youtube.com/watch?v=X9iv5vn0ZB0
http://www.youtube.com/watch?v=frWH6ZCItyM
www.artofthetitle.com
Motion Graphics Served :: Gallery

paper dreams
Streamschool (Patakiskola)
once more, once more
forget me not
Consuming Spirits
frictions
Put Your Gun Away, Rimer London
How I Made the Cut-out Animation
BATTERY CAGE

symphony
1923 aka Heaven (by Max Hattler)
Mothlight – Stan Brakhage (1963)
Abstract Animation by Mike Erla
oil in water
Invention of Love
symphony
blu
blu
robert hodgin
partitura

royal college of art, animation
Origami In the Pursuit of Perfection
Box Animation
WWF Commercial – Threads
Without Arms
thirdseventh
1stavemachine
pleix
zeitguised
Nokta
The Host
ryan by chris landreth