

ART 122 Foundations in Motion 4D

CRN 43247

Instructor: Carmen Tiffany

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Office Hours: By appointment through Zoom.

Quarter: Spring 2020

Final: Online exam during finals week.

Credits: 4

Course Description

This course is designed to give you a foundational introduction to, and practice with, the aesthetics and histories of video art and its correlations to other digital media. You will explore the technical, theoretical, and conceptual facets of the digital video and animation as a means of informing your own art-making process. Adobe Photoshop, Premiere and After Effects will be used as software to compose along with stock footage. Student projects, tutorials, reading and exams will be required to complete the class.

Explores foundational elements and principles for motion design. Topics include introductory animation techniques, cinematic language, the production process and composition for moving image media. Concept development, visual research, asset creation will be exercised through the creative development and execution of motion design projects.

Student Learning Outcomes

1. Identify foundational principles of composition and movement in motion media.
2. Differentiate between visual styles in motion media in relation to art and design history and technology.
3. Develop a strong foundation in storytelling skills by completing tutorials and creative projects exploring several techniques and workflows.
4. Identify the appropriate visual style for one's own motion media content by producing creative projects.
5. Classify one's own motion media content by contextualizing their work within both contemporary visual culture.
6. Distinguish the difference between effective and ineffective motion media by identifying how the chosen aesthetics work for or against the message of the content. These discussions happen during group critiques and peer reviews.

Course Credits

The course combines approximately 120 hours of instruction, activities, project work and project reviews for 4 credits. The workload is significant.

Technical Skills

You are expected to have basic computer knowledge.

Required Materials

Access to a computer where you have administrative rights to download and install Photoshop, Premiere and After Effects Apps from the creative cloud. You need to have storage space on the computer you are using.

Course Content and Assignments

Lectures- Lectures will be given in class and online. Lectures expand on book concepts and themes with added visuals, videos, animations. Some lectures are completely authored by the instructor and are not in the book.

Quizzes- Quizzes are sometimes given during or after an online video lecture, after a face-to-face lecture or with a reading assignment.

Tutorials -Tutorials are done online and are produced by the instructor or by Lynda.com. Sometimes other sources of tutorials are used.

Creative Exercises and Projects- Creative exercises and projects are assigned thematically throughout the term in relation to lecture and tutorial content.

From time to time course content, assignments and points will be adjusted depending on the class dynamic and university holidays.

Standards for Grading

Small and Large Scale Creative Studio Projects (questions to ask yourself)

- Does your work reflect the significant amount of studio time needed to complete that assignment, task or project?
- Is your work evident of authentic and original ideas while reinforcing creative, theoretical, historical and technical themes and applications in the course?
- Did you complete all parts of your assignments by the due dates?
- Did you fully participate in class discussions, engage with your peers and regularly asked your instructor for help and constructive feedback?
- Did you use allotted class time to work on the assigned task for the day?
- Did you engage in listening and take notes throughout course lectures and tutorials to retain concepts and terms?

Evaluation of Student Performance

Students will be evaluated in various ways including quizzes, written responses, assignments, peer review and creative projects. Rubrics will be adjusted to fit different types of projects, but here are the general means for score and evaluation in a wide range of areas.

Rubric Evaluation Scores

- **Beyond Expectations**-Student exhibits much higher than expected creativity, technical application and relentless dedication towards the success of this given area.
- **Excellent**-Student exhibits more than expected creativity, technical application and dedication towards the success of this given area.
- **Good**-Student exhibits expected creativity, technical application and dedication towards the success of this given area.
- **Fair**-Student exhibits less than expected creativity, technical application and dedication towards the success of this given area.
- **Poor**-Student exhibits much less than expected creativity, technical application and dedication towards the success of this given area.

Overall Grade Distribution

The nature of New Media Communications studio courses is to produce long term creative projects that can require quarter long development to create. These small scale and large scale creative projects can range from 30% to 50% of a student's overall grade depending on the nature and level of the course. Smaller tasks, quizzes and assignments will be given throughout the quarter to reinforce terminology and conceptual application to creative projects.

- **A: 90-100% = You exceeded the expectations of the assignment.**
- **B: 80-89% = You completed the assignment; no more, no less.**
- **C: 70-79% = You're missing parts of the assignment and/or there is a lack of quality.**
- **D: 60-69% = You did not correctly follow the assignment and/or there is minimal effort presented. F: 59-0% = No effort and/or a lack of understanding of the assignment.**

Evaluation of Student Performance

- Your grade in this course will be determined on your ability to turn work in on time, attendance and punctuality, quizzes, class participation, completion and quality of creative exercises and projects.
- Creative exercises and assignments will receive a percentage grade based on completion, labor quality and creativity.
- Major projects are a significant part of a student's overall grade. Grades for these large components of the course will be accompanied with a rubric and sometimes written feedback.

Canvas

All course content such as assignments, readings and grades will be posted in Canvas. If you do not have access to Canvas you need to seek out technical support immediately. You will not be able to complete this course without Canvas.

Contacting Instructor

The best way to contact me is through email. I will get back to you as soon as I can. Please title your email with the subject of your concern, do not simply reply from some unrelated email. If for some reason I have not gotten back to you after 48 hours please feel free to resend the email.

Late Work and Extra Credit

- Assignments are due by the deadline, even if you are not in class.
- Late work will be accepted for one week after the due date for 50% credit.
- Missed quizzes cannot be taken unless absence is excused.
- Extra credit will not be offered under any circumstances.

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<http://po.linnbenton.edu/BPsandArs/>

ACADEMIC OR SCHOLARLY DISHONESTY a) Academic or Scholarly

Dishonesty is defined as an act of deception in which a Student seeks to claim credit for the work or effort of another person, or uses unauthorized materials or fabricated information in any academic work or research, either through the Student's own efforts or the efforts of another. b)

It includes: (i) CHEATING - (ii) FABRICATION - (iii) ASSISTING - (iv) TAMPERING - (v) PLAGIARISM