

MOTION GRAPHICS (204)

San Francisco Film School

Instructor: Michael Wilson

Email: mykulw@gmail.com

Website: <http://mwwilson.net/classes/sffs204>

Credits: 2

Weekly Class Schedule: One 3-hour session (1 hr of lecture / 2 hrs of lab per class)

Outcomes and Objectives:

This is an introductory course in motion graphics utilizing digital video and various graphics file formats. The course includes lectures, screenings, critiques and lab studio. Projects will cover best practices in animation and visual effects in broadcast design, film titles, video design and effects. The course will utilize industry standard visual effects software Adobe After Effects.

Required Reading:

Fridsma, Lisa. *Adobe After Effects CC Classroom in a Book*. Adobe Press, 2017.

Suggested Reading:

Betancourt, Michael. *The History of Motion Graphics from Avant-Garde to Industry in the United States*. Wildside Press, 2013.

Grading methods:

The grades will be assigned as follows:

A 93% to 100%	C 73% to 76%
A- 90% to 92%	C- 70% to 72%
B+ 87% to 89%	D+ 67% to 69%
B 83% to 86%	D 63% to 66%
B- 80% to 82%	D- 60% to 62%
C+ 77% to 79%	F Less than 60%

Basis for Grading:

Assignments & Participation	Value	Notes
1. LookBook	10%	Collect images and materials that represent the look and style of the film
2. Style Guide	10%	Generate a style guide for the film's motion and graphics

3. Animated Image Sequence	10%	Generate an animated image sequence for a personal or hypothetical film (fiction or nonfiction)
4. Documentary Workshop	50%	Workshop for concurrent film (title sequence, intertitles, animated images and lower thirds)
ATTENDANCE	10%	(see school policies regarding attendance)
CLASS PARTICIPATION	10%	Students must maintain an attentive and engaged presence in class—offering opinions and analysis of class material and fellow students' projects.

COURSE SCHEDULE

Week One

Lecture: Class Introduction / Syllabus

Lab: Intro to Motion Graphics / Assignment 1 introduction

Week Two

Lecture: Motion Graphics Grammar / Concepts

Lab: Project Management & Assignment 1 roughs critiqued.

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

DUE: Assignment 1 roughs

Week Three

Lecture

Lab: Screen/critique Assignment 1 & Assignment 2 introduction

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

DUE: Assignment 1

Week Four

Lecture

Lab: Screen/critique Assignment 2 & Assignment 3 introduction

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

DUE: Assignment 2

Week Five

Lecture

Lab: Screen/critique Assignment 3 & Assignment 4 introduction

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

DUE: Assignment 3

Week Six

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Seven

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Eight

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Nine

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips: Features

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Ten

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips: Shorts

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Eleven

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Twelve

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Thirteen

Lecture

Lab: Assignment 4 Workshop

Discussion / Clips

REQUIRED READING: *Adobe After Effects CC Classroom in a Book*

Week Fourteen

Lec: Finishing / Recent innovations in motion graphics

Lab: Assignment 4 roughs critiqued

DUE: Assignment 4 roughs

Week Fifteen

Screen/critique Assignment 4

DUE: Assignment 4

Students will need:

- 2 External Drives (1TB each)
- Two drives will be used simultaneously throughout the semester. One will be your **work volume** and the other will be used as a **backup volume**. The work disk is used to save your work-in-progress files while the backup disk will contain files that are a copy for all your project files. You can also save your work on a lab computer temporarily. A “lost” file is not an excuse for a late project!
- Notebook for storyboarding (example here: <https://goo.gl/PfE2BX>)