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477

ARTSTUDIO 377 HD/DV Design Fundamentals
ARTSTUDIO 477 HD/DV Motion Capture Studio

Asst. Professor A. Bill Miller
Section 1 T/Th 11:00-1:45pm CA2051 – Spring 2018
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office hours: M&W 10-2pm & appt
motion capture studio: F 9-12pm

377 Course Description

This intermediate level media design studio course expands students understanding and technical skills in art and design towards creating artistic time based, 4/D, HD original content using DV and sound effects strategies. Aesthetically important digital skills will be further developed and students will learn to design artistic solutions through practical and experimental 4/D multimedia creations techniques. Special attention is given to advancing personal expression, artistic exploration, original multimedia design and skill building. Practical 4/D application of original artwork, photo imaging, digital video compositing and sound effects in the field of art, graphic design, art performance and multimedia design in web and non-web delivery media will be addressed. PREREQ: ARTSTDIO 102 AND ARTSTDIO 287 OR MAGD 210 AND MAGD 220
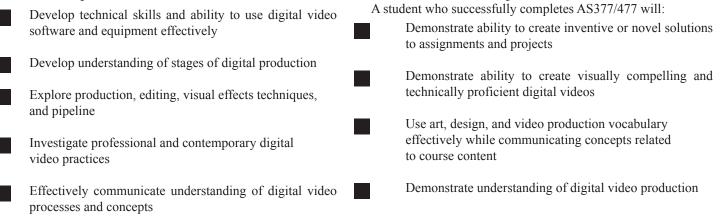
477 Course Description

This advanced level media design course introduces the basic concept of creating artistic time-based, 4/D, HD original content using DV and sound effects strategies. This advanced HD DV Motion Capture Studio will allow students to focus on the one of the specific fields of creating high quality of HD/DV, which are required by the industry. An advanced class to take the basics of computer animation to an advanced level by including advanced knowledge of audio, motion effects, filter effects, color and using Color Keying features to remove backgrounds, editing multi-track audio and audio effects, color correction and troubleshooting problems are also covered. PREREQ: ARTSTDIO 377

377 && 477 Extended Course Description

Digital studio practice will be explored through the use of digital tools with an emphasis on time-baed media. Students will develop artistic solutions through practical and experimental techniques. Special attention is given to advancing personal expression, artistic exploration, original digital media design and technical skill building. Potential areas of exploration include video production, compositing and visual effects, live video manipulation, art performance, and human movement.

Course Objectives

- Develop technical skills and ability to use digital video software and equipment effectively

- Develop understanding of stages of digital production

- Explore production, editing, visual effects techniques, and pipeline

- Investigate professional and contemporary digital video practices

- Effectively communicate understanding of digital video processes and concepts

Performance Objectives

A student who successfully completes AS377/477 will:

- Demonstrate ability to create inventive or novel solutions to assignments and projects

- Demonstrate ability to create visually compelling and technically proficient digital videos

- Use art, design, and video production vocabulary effectively while communicating concepts related to course content

- Demonstrate understanding of digital video production

Course Assignments && Projects

Assignments
Montage Video
BG Plates Video
Compositing Effects Video
Cinemagraph
Video Signals

Projects
MAGD/EXPO Commercials
Speculative Worlds

Readings
*Elements and Principles of 4D Art and Design (Ellen Mueller)
Medium is The Message (Marshall Mcluhan)
Various TBA : Video, Visual Effects, and Pipeline

Tutorials
Premiere Essential Training - The Basics (Kennedy) (Lynda)
Learning Video Production (Garrott) (Lynda)
Practical Motion Background Workshop (Harrington) (Lynda)
After Effects VFX Essential Training (Demafiles) (Lynda)
3D Titling for Video Editors (Stern) (Lynda)
Working with 3D Objects (Harrington) (Lynda)
Various TBA : Cinemagraph, Max/MSP/Jitter, Video Copilot

Course Policies

Student Email Policy
E-mail to the instructor should be treated as a formal communication and should be respectful of the student/teacher relationship. Use only your UWW e-mail and address the e-mail using your full name. E-mail to the instructor is not an instant or text message to your friend, always include a subject and mention the course number/name in the message.

D2L & Course Website
This course will use the following website: http://www.master-list2000.com/teaching/AS377
When possible, course material will be distributed through the course website. This includes announcements pertaining to what we are doing in-class, course documents, exercises, links, discussions, and various other content. D2L will supplement the course website by providing a location for online discussion forums and regularly updated gradebook.

Academic Integrity & Digital Art
One exciting aspect of digital art is the fluidity with which an artist or designer can combine images, video, and information from various sources. In the interest of strengthening your skills as artists and designers, you are asked to use your own (captured) original footage. This course includes issues surrounding copyright, remix culture, and the creative commons. "Sampling" or "appropriating" work other than your own is allowed in class for educational purposes as long as you attribute all sources used, including images and video from the Internet. Cases of academic dishonesty will be handled strictly. For digital video, it is dishonest to present any work, in part or whole, as your own without proper citation or credit. Citing sources in video can be done easily by adding a credits section of titles. Additionally, you should document the right to use images and video recorded of other people. Information on this type of documentation will be presented and made available in class. If you have questions regarding proper or improper use of material, please ask the instructor.

University Statement
The University of Wisconsin-Whitewater is dedicated to a safe, supportive and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence for University Sponsored Events (for details please refer to the Schedule of Classes; the "Rights and Responsibilities" section of the Undergraduate Catalog; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Catalog; and the "Student Academic Disciplinary Procedures (UWS Chapter 14); and the "Student Nonacademic Disciplinary Procedures") (UWS Chapter 17).

Course Policies

Lab Protocol, Lab Hours, Printing, Phones, && Surfing

This Art and Design lab is shared with other courses and it is imperative that equipment is treated with respect and consideration. This includes logging out at the end of each class session and cleaning your physical workspace. All student work should be saved on external devices (flash drive, etc) and backed up regularly. You may not eat or drink in the lab.

Lab hours will be posted outside the room. The lab may be available for work time when there is not a class in session. Do not interrupt other class sessions taking place in the lab. Students may also use the General Access Labs provided by iCIT: http://www.uww.edu/icit/labs/

377/477 will not require the submission of digital prints. There is a B/W printer available in the lab for printing storyboards, scripts, and other pre-production documents. More information on campus printing can be found here: http://www.uww.edu/icit/services/ga-labs

Silence or turn off all cell phones during class sessions. Refrain from text messaging while class is in session. Refrain from unnecessary surfing during class sessions (facebook, etc). Studio class time should be spent on class related material.

Deadline && Critique

The requirements for individual course projects as well as important dates for critique and final submission will be presented as the work is assigned. This information will be available on the course website. Students are responsible for having their work ready for critique and submission on the deadline dates as outlined in each project description or assignment. Neglecting to submit project(s)/assignment(s) will severely impact the final grade for ARTSTDIO377/477.

In the event that a project is incomplete or not complete to your satisfaction, it should still be submitted by deadline. Deadlines and due dates will not be extended for individual students. An incomplete project will receive a lower score. All submitted work, complete or not, will be assessed according to the same objectives with the possibility to resubmit for reevaluation. All students may elect to complete, rework, or revise and then resubmit any project or assignment. At that time, the work will be evaluated again and adjustments made to the original recorded grade. If work for a project is not submitted by the deadline then 10 points will be deducted for every week late thereafter. Project/Assignment grades may be discussed by appointment during office hours. Students unable to attend a class session where work is due may submit online or via email although sometimes the size of digital video files will prevent this.

Attendance && Participation

Students are expected to attend each class. Class sessions are comprised of technical demonstration, tutorial, exercise, critique/discussion, and project work time. In addition, class time allows for the instructor to work one-on-one with the members of the class. Students are awarded points for each class session under 'Participation'. Following department guidelines, two (2) unexcused absences are allowed per semester and all students in ARTSTDIO377 will be given 'Participation' points that will cover those absences without penalty. An "excused" absence will only be granted if a student is required to participate in a University-sanctioned function, such as a field trip or other activity that requires a student to miss class and must be accompanied by a letter from the instructor involved, or official religious holiday (Religious Accommodation). Other absences, such as family emergencies, sudden or chronic illness, family vacation, oversleeping, or other such personal issues, will be considered "unexcused" and will not be awarded points for the missed class session. It is not necessary to submit doctor's notes or other documentation to the instructor as they are considered personal and private information. If the instructor for any reason cancels a class each student will receive those points automatically.

Refer to student handbook: http://www.uww.edu/student-handbook/policies-absence

It is the responsibility of the student to obtain all materials and information from a missed class. They should do so from the course website, from other members of the class, or by scheduling an appointment during office hours. Excessive absences will be reflected in final point total for ARTSTDIO377/477.

Course Grading

Criteria For Evaluation

Level of technical execution and adherence to project specifications and requirements
Creativity, originality, novelty, and attention to detail
Demonstrated project development process and improvement in work
Demonstrated ability to solve problems
Demonstrated ability to use processes introduced in assignments or projects
Understanding and informed use of video and audio media
Visual presentation and issues of craft, handling of video and audio media
Productive use of in-class work time and coming to class prepared
Completion and submission of all assigned course projects, meeting deadlines

Information on grade appeals, complaints, and grievances may be found at http://www.uww.edu/cac/academics/gradeappeals

377/477 Point Breakdown

750 Points Participation
    25 Points Per Class Session X 30 Class Sessions
    Attendance, Preparation, Critique,
    Discussion, Use of Class Time
250 Points Reading Discussion
    25 Points Per Online Discussion Forum Topic
    X 10 Discussion Forum Topics
500 Points Assignments
    100 Points Per Assignment X 5 Assignments
1000 Points Projects
    500 Points Per Project X 2 Projects
2500 Total Points For Semester (Spring 2018)

Grade Scale / Letter Grade Equivalent

Points	Grade	Percent
2500-2375	A	100-95%
2374-2250	A-	94-90%
2249-2175	B+	89-87%
2174-2075	B	86-83%
2074-2000	B-	82-80%
1999-1925	C+	79-77%
1924-1825	C	76-73%
1824-1750	C-	72-70%
1749-1675	D+	69-67%
1674-1575	D	66-63%
1574-1500	D-	62-60%
1499	F	< 60%

Assignment Rubric (General) (100 Points)

	Adanced (25)	Satisfactory (20)	Developing (15)	Basic (10)
Technical Quality				
Aesthetic Quality				
Creativity, Inventiveness				
Satisfies Requirements				

Project Rubric (General) (500 Points)

	Adanced (100)	Satisfactory (90)	Developing (80)	Basic (70)	Deficient (60)
Evidence of Process					
Technical Criteria					
Aesthetic Criteria					
Creativity, Inventiveness					
Satisfies Requirements					