COMD 365 MOTION GRAPHICS AND EFFECTS FOR FILM AND TELEVISION

COURSE NUMBER: COMD 365-1  
CREDIT HOURS: 3  
SEMESTER: FALL 2019  
COURSE DAY/TIME: Tuesday & Thursday @ 2 PM  
LOCATIONS: Trask 315

REQUIRED TEXT(S):  

REQUIRED MATERIALS AND SUPPLIES:  
1 or 2 SDHC memory cards (8GB or larger – class 10 or higher speed – standard size)  
1 or 2 DVD-R blank discs  
USB storage thumb drive – for turning in assignments not on disc

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OFFICE HOURS: Contact Wanda Potter x8411  
Websites: https://courses.evangel.edu; http://www.doctorpace.net

EVANGEL UNIVERSITY MISSION:  
Evangel University is a comprehensive Christian university committed to excellence in educating and equipping students to become Spirit-empowered servants of God who impact the Church and society globally.

DEPARTMENT MISSION:  
The Department of Communication serves students through a study of communication, incorporating theory, history, and application in a variety of media and non-media contexts. The Department prepares its majors to function effectively as competent professionals with a Christian worldview.

COURSE PURPOSE:  
The purpose of this course is to introduce students to motion graphics and animation used for television and film production. Students will gain skills in animation software such as After Effects and learn how create DVDs and Blu-ray discs for distribution. This is helpful for any student who wants to work in media design, production, and special event video.

COURSE DESCRIPTION:  
This course continues a study of visual communication on an intermediate level. Class topics will include
the creation of motion effects for use in video, video distribution, animation and still graphic communication, aesthetics of interactive environments, editing of digital audio/video and other subjects related to video production and distribution on digital disc. Students will attend lectures and demonstrations during class time and may work on assignments and projects using department facilities.

**COURSE OUTCOMES AND OBJECTIVES:**

The outcomes for this course have been aligned to the Course Learning Outcomes (CLO), Program Learning Outcomes (PLO); and/or Evangel University Student Learning Outcomes (EU20).

<table>
<thead>
<tr>
<th>COURSE LEARNING OUTCOMES</th>
<th>CLO</th>
<th>PLO</th>
<th>EU20</th>
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<tbody>
<tr>
<td><strong>Upon completion of this course, the student will:</strong></td>
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<tr>
<td>Students will be able to define and discuss advanced video production techniques, explain how video functions as an effective communication tool, and understand its impact on future communication technologies.</td>
<td>X</td>
<td>FB2</td>
<td></td>
</tr>
<tr>
<td>Students will gain an understanding of the uses of interactive visual communication as it relates to entertainment, information, business, and other specialized areas.</td>
<td>X</td>
<td>DA2</td>
<td></td>
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<tr>
<td>Students will become familiar with the tools of video content development including computer workstations, video and audio editing software, and authoring tools.</td>
<td>X</td>
<td>DA2</td>
<td>E5</td>
</tr>
<tr>
<td>Students will gain an understanding of visual design in regards to layout of menus, use of graphics and text in video, and the effective use of these elements in video titles.</td>
<td>X</td>
<td>DA2</td>
<td>I2</td>
</tr>
<tr>
<td>Students will become familiar with Adobe products including Encore, Photoshop, and After Effects</td>
<td>X</td>
<td>DA3</td>
<td>E5</td>
</tr>
<tr>
<td>Students will be able to produce motion graphics and animated content that effectively communicate their intended purpose</td>
<td>X</td>
<td>FB3</td>
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<td>DA3</td>
<td></td>
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<tr>
<td>Students will be familiar with the process of disc authoring, menu design, sound mixing, and video producing for formats such as Blu-Ray and DVD</td>
<td>X</td>
<td>DA2</td>
<td></td>
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**COURSE REQUIREMENTS**

1. **Attendance.** Students should attend all class sessions during the semester. Bring text, materials, and syllabus to class. No more than **five** absences are allowed before automatic withdrawal from the course. It is not recommended to miss any class period since material presented will not be repeated. Students with excused absences will be allowed to make up work. Students may be dropped on the 6th absence.

2. **Online Canvas quizzes** - For some of the reading assignments from the textbook or articles on Canvas, there will be online quizzes scheduled using Canvas. Quizzes are short, all objective, and correspond to the reading assigned. See the schedule on Canvas as to when these occur.

3. **Animation on DVD Project** - Each student will produce a 60 to 90 sec. cartoon video with After Effects and Character Animator elements to be authored on a DVD disc. Photoshop will also be used in producing this project. The menu, video, and choice of feature will comprise the content of the DVD. Adobe Encore software will be used to produce the DVD. The main video must be accompanied by a stereo audio track and include motion graphics from After Effects. Each project will be evaluated for design of menu, quality of animated video and sound, and application of content. An assignment sheet will be posted online ([doctorpace.net](http://doctorpace.net)) for this project.
4. **Film and Disc Proposal** - Each student will create a written proposal that outlines an idea for a short film that will be used as the main title on a video disc. The proposal should include a story treatment, a disc flowchart, a list of disc extras or features, and an explanation of the film’s theme and objectives. This should be printed, double-spaced, and organized for presentation to a group or committee.

5. **Group Short Film Project** – Each student will work in a group to produce a film based on one of the proposals submitted to the class. The short film will eventually be used as the main title for the group disc project. The film must feature a minimal level of visual effects created in After Effects that meet the requirements set by the professor. The short film must have a stereo soundtrack with music and be ready for audience release. An assignment sheet will be posted online (doctorpace.net) for this project.

6. **Group Disc Project** - Each student will work in a group to produce, design, author, and present the group’s short film on disc using the Adobe software. At least two disc features or extras will be needed in addition to the film. Each project should include text, motion graphics, 5.1 surround sound audio, animation, and video with menu transitions and interactivity. The group will first produce the film (see above), then produce the disc. This project will be evaluated for menu design, motion graphics, use of transitions, usability, audio and video quality, and technical proficiency. An assignment sheet will be posted online (doctorpace.net) for this project.

7. **After Effects Chapter Assignments** – Through the semester, the professor will assign specific exercises from the After Effects textbook that will need to be completed by the student by the next class period. These homework exercises will be checked for completion at the beginning of class. Students are to work individually on these assignments. Details will be provided in class as to what exercises will be completed and what customization is required to make each original.

**Grading**

The semester grade will be based using the following criteria:

<table>
<thead>
<tr>
<th>Assignment Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Short Film Group Project</td>
<td>15%</td>
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<tr>
<td>Animation/DVD Project</td>
<td>15%</td>
</tr>
<tr>
<td>Film/Disc Proposal</td>
<td>10%</td>
</tr>
<tr>
<td>Group Disc Project</td>
<td>20%</td>
</tr>
<tr>
<td><strong>After Effects Chapter Assignments</strong></td>
<td><strong>20%</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Assignments turned in late** may be penalized up to 40% of the potential grade.

**Course Outline** *(Please have reading assignments completed in advance of class lectures.)*

8/29 - Introduction to class, syllabus- review of projects

9/3 – Adobe After Effects – An introduction – Read AEA Pre-Roll (see quiz online)

9/5 - Is DVD dead? History of the video disc – notes

9/10 – Animation basics with effects – Read AEA chap. 1

9/12 – Using Keyframes Effectively – Read AEA chap. 2

9/17 – Introduction to Adobe Character Animator - notes

9/19 – Layers and Effects – Read AEA chap. 3

9/24 – Using Photoshop and Encore to create menus - notes

9/26 – Using masks and mattes – Read AEA chap. 4
10/1 – Encore DVD authoring and using transitions - notes
10/3 – Text animation and audio – Read AEA chap. 5

10/8 – Techniques in AE that make characters come alive: puppeting - notes
10/10 – Sound for animation and DVD – notes

10/15 – Parenting and Nesting – Read AEA chap. 6
10/17 – Animation on DVD disc due today – be prepared to demonstrate in class.

10/22 – Fall Break – no class!
10/24 – Expressions and Time – Read AEA chap. 7

10/29 – Film and Disc Proposal Due today – bring printout to class. Video presentation - notes
10/31 – After Effects and 3D space – Read AEA chap. 8

10/5 – The Blu-ray Disc Myths-busted – overview – notes
11/7 – Tracking and Stabilizing Content – Read chap. 9

11/12 – Painting and Rotoscoping – Read AEA chap. 10
11/14 – Shapes and Effects – Read AEA chap. 11

11/19 – Mixing surround sound and other audio options – notes
11/21 – Short films due today – be prepared to show in class. (Turn in on USB drive.)

11/28 – Thanksgiving break – no class.

12/3 – The future of video and distribution technologies - notes
12/5 – Group work day in lab or studio.

12/10 – Group work day in lab or studio.

12/13 – EU Films Showcase – your group film might be selected to be shown.

Thursday, Dec. 12 at 2:15 PM - FINAL Period – Group Disc Project Due – presentations. Turn in disc and all paperwork.

POLICY ON INCOMPLETE WORK
All assignments given during this course must be completed by the end of the course. Once the semester ends, a student will receive an F if any major assignment is missing. Assignments due on Final Exam day will not be accepted late. All late assignments may be penalized up to 40% off the grade the assignment has earned. Students receiving an F due to incomplete work should repeat the course. Extended illness and other legitimate reasons for late work will be considered on an individual basis.

LATE ASSIGNMENT POLICY
Any assignment marked with an asterisk (*) on the syllabus is considered a major assignment. These assignments must be completed in order of their deadlines. The professor will not grade any new assignment until all previous major assignments have been turned in. This may result in a current assignment being considered late because the previous assignment had not been turned in. The responsibility for making sure all assignments are turned in on time belongs to the student. Late assignments turned in at or just prior to the deadline for a current assignment will most likely cause the current assignment to be considered late. Please turn in late assignments at least 3 days prior to any new assignment deadline to avoid this. Any late assignment not turned in by the last day of regular classes will be given a zero grade.
ACADEMIC INTEGRITY:
As participants in a Christian university, members of the broader academic community, and active professionals, it is incumbent upon every member of the Evangel community to employ and encourage integrity in all our academic and professional pursuits. Any and every instance of academic dishonesty compromises the mission of Evangel University and violates the standards we hold as people of Christ and practitioners within our professional fields. Students are expected to understand and avoid all forms of academic dishonesty, which includes falsification, cheating, collusion, and plagiarism.
As members of the Evangel community, students share the responsibility to deter and report academic dishonesty. Should a student become aware of a violation of academic integrity, he or she is encouraged to report the incident to a faculty member or department chairperson.
It is the responsibility of the faculty to address any and all acts of academic dishonesty. Sanctions for violations of academic dishonesty can include but are not limited to a failing grade on an assignment, a failing grade for the course, suspension from school, or expulsion from the university. Evangel’s policy on academic integrity, as published in the Student Handbook, appears in the section IX. University Policies: Academic Integrity.

DISABILITY ACCOMMODATION:
Evangel University is committed to equal educational opportunities for students with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and the American with Disabilities Act as amended (ADA). Academic Support, a division of the Center for Student Success, is the office designated by Evangel University to review disability documentation, determine reasonable accommodations, and develop plans for the provision of such accommodations.
If you have already established accommodations through Academic Support and receive accommodation memos, please meet with me to discuss the provisions of those accommodations as soon as possible (accommodations are not retroactive). If you have not yet established accommodations, but have a disability or health condition (permanent or temporary) that may have some impact on your work in this class and for which you may require accommodations, you are welcome to contact Academic Support staff in the Center for Student Success (ZM-208; 417-865-2815 x.8215) so that accommodations can be arranged. See the Disability and Academic Accommodations Handbook for further information on the accommodations process.

COURSE POLICIES AND NOTES:

TESTS
Students who are absent the day of a test or final exam period may only be excused because of sickness (with doctor or nurse signature), family emergency, or administrative permission. Unexcused absences during tests will require the student to take a similar test at the first opportunity. A late penalty up to 20% off the grade earned may be applied.

TV STUDIO FACILITIES
Evangel University does not charge a lab fee for using the TV Studio facilities. Students are given the privilege to use school equipment for the purpose of completing assignments in Communication coursework. Misuse, neglect, or carelessness by a student while using school equipment may be cause for privileges to be withdrawn or restricted. TV Studio equipment is to be used for Evangel Communication coursework only and not for other courses offered at Evangel or elsewhere.

LAPTOPS, CELL PHONES, AND OTHER ELECTRONICS
Students should silence or shut off cell phones during class. Cell phone calls and texting should be made only during breaks between classes. Laptops in class may not be used during class time. Any other
electronics such as PDAs, Blackberries, Gameboys, etc. should not be used during class. Failure to follow these directions will negatively affect the student’s participation grade. When in the computer lab, computer use is limited to class activities only. Any other uses not authorized by the professor will negatively affect your class participation grade.

CLASSROOM ETIQUETTE
Please follow the guidelines below to maximize your class participation grade and help make the classroom environment friendly and respectful of others:

1. Sit within the prescribed areas of the classroom as designated by the professor.

2. Come on time to class – earlier is preferred. Repeated tardies will be counted as an absence.

3. If you come in late, please come in quietly and quickly move to your seat.

4. Do not leave the classroom prior to dismissal of the class. If you become ill, then you may leave quietly, but you are not expected to return. You may receive an absence for the class depending on when you had left.

5. If you need to leave class early for an appointment that could not be avoided, please tell the professor prior to class.

6. If you need to come late to class due to an appointment that could not be avoided, you should inform the professor prior to the class. However, if that was not possible, please stay afterward to explain the situation.

7. Keep your cell phones in your pocket or purse. Having them out and using them during class is a distraction to the professor and others around you.

8. If you are using a computer, stop any work while the professor is talking to the class. If necessary, turn off your screen to reduce distracting others.

9. Food and drink may not be allowed in certain places or times during class. Talk to the professor about your situation concerning your need to bring food into the room.

10. Please do not put your feet up on tables or other furniture not designated for that.

11. Do ask questions in class and make appropriate comments. Your interaction in class is part of your learning, and contributes to everyone else’s experience.

For additional information and handouts, go to http://www.doctorpace.net.

Course Commons
This course will use Course Commons, Evangel’s learning management system. There are links to Course Commons in the Student Portal and the Evangel website. The login page for Course Commons is https://courses.evangel.com/.
Use your Evangel username and password to login.

Course Commons Student Orientation

All Evangel students have access to the Course Commons Student Orientation. If you are new to Course Commons, you are encouraged to take advantage of this excellent resource. As part of your course preparation, this will help you make the most of the features that are available to you as a student.

Accessing the Course in Course Commons

Access your courses list by clicking on the Courses icon on the Global Navigation menu on the left of the screen. You can also click on the course card on the Dashboard.

To customize your Courses list, see the following Help Guide: How do I customize my Courses list?

Students will have access to this course in Course Commons seven (7) days before the official beginning of the semester. Students have until seven (7) days after the semester begins to complete financial registration. If financial registration is not completed by the seventh day, course access will be revoked.

After the end of the semester, students will have read-only access to the course through Course Commons. Only access to already submitted work, course resources and grades will be available.

Accessing Course Content in Course Commons

The professor controls the availability of course content and features. Some items may be unavailable until a date set by the professor.
You can navigate the course content and features using the Course Navigation menu on the left. This menu can be customized by the professor, so it may differ from course to course, depending on what features the professor has chosen to make available.

You can collapse the Course Navigation menu to focus on the page content. Click on the menu icon in the upper left (which looks like 3 lines). You can expand the menu by clicking on the menu icon again.

All course content (syllabus, modules, course materials, assignments, online quizzes, online discussions, grades, etc.) can be accessed using the links in the Course Navigation menu.

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**Personal Settings in Course Commons**

Students can adjust their personal settings in Course Commons. Click on the Account icon to access the Account menu.

On the Profile page, you can add a profile picture to your account. You can also edit your display name, which will show to your instructor and peers throughout Course Commons.

The Settings link allows you to add additional contact methods (personal email or cell phone number for text message alerts) to your account. You can also add external services, like Twitter, Skype or Google Drive.

The Notifications link allows you to customize what notifications you receive from Course Commons and how and when you receive them. This is a student-centered feature that allows you to optimize your notifications to help you stay connected to what is happening in all your courses.

For more information, see the following pages in the Course Commons Student Orientation: How to Update your Profile and Settings and How to Update Your Notifications Preferences.

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**Accessing Grades in Course Commons**

All course grades will be recorded and shown through Course Commons. Simply click the “Grades” button on the lower right of the Dashboard to access your grades for all courses. You can also use the Grades link in the Course Navigation to access your grades for this course.

For more information on how to check your grades and what you can do from the Grades page, see the following page from the Course Commons Student Orientation: How to Check My Grades.
How to Get Help with Course Commons

Help is never more than a few clicks away! You can access the Help menu from any page in Course Commons.

Click on the Help icon in the lower left corner of the screen. Because the Course Commons is powered by the Canvas Learning Management System, all help guides and helpdesk tickets will reference Canvas.

From the Help menu, you can send a message to your instructor, search the Canvas Help Guides, or report a problem.

You can browse and search the Help Guides using the following link: https://community.canvaslms.com/community/answers/guides/.

Course Commons Troubleshooting

Do you have a question about a quiz, an assignment, or another item in the course? Contact your professor.

Are you having technical problems with Course Commons? Click the Help icon, click “Report a Problem” and complete the form to file a ticket for a personal response from the support team. Please be sure to include a thorough description of the problem.

Are you having trouble with your Evangel account (username and password)? Contact the IT Helpdesk at 417-865-2815 ext. 8368 (phone), helpdesk@evangel.edu (email), or help.evangel.edu.