

SUL ROSS STATE UNIVERSITY
COMM 5305.001 – Motion Graphics
Graduate Independent Study

Fall 2016
Time/Date TDB
FAB 207

Bret Scott, Asst. Professor
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Regular Office Hours:
TBD, walk-in basis
All others by appointment

COURSE DESCRIPTION

At its most basic, Motion Graphics is the process of pushing pixels across time. We'll examine the technical, aesthetic, and artistic considerations involved in Motion Graphic production. Speaking of...

Production is time and labor-intensive. You are expected to participate in weekend work, and you will have late nights in the editing lab. You will be warned of deadlines well in advance. Plan your schedule accordingly.

At this is a graduate independent study, you are expected to do the majority of the work on your own. My purpose is to guide your study, recommend resources, help resolve problems when you are stuck, and feed back on assignments. The study part, however, is your responsibility.

COMMUNICATION DEPARTMENT

Student Learning Outcomes

This course is designed to meet one or more of the program learning outcomes applied to all Communication majors.

1. Competency in public presentations, including the use of presentation technology such as presentation software, video, and audio.
2. The ability to analyze communication content for argument, including identification of major elements, such as claims, warrants, data, etc.
3. Competency in appropriate discipline specific written communication.
4. The ability to apply communication theory to the analysis of communication situations appropriate to each degree specialization.
5. Competency in the application of media technology including video, audio, and internet-based technology.

PREREQUISITES

None. This is an introductory-level course.

COURSE OBJECTIVES

By the end of this class, students will:

- Demonstrate a working vocabulary of Motion Graphic terminology
- Understand and implement the three-act structure as applied to graphic projects

- Develop the skills of visual storytelling
- Demonstrate beginning mastery of Adobe After Effects and Apple Final Cut Pro X
- Articulate the function of and need for a moving camera.
- Evaluate and critique merit and functionality of various kinds of visual storytelling on a case-by-case basis. As this is a graduate section, particular emphasis is placed on this objective.

COURSE ASSIGNMENTS:

- 1) Project 1
- 2) Project 2
- 3) Project 3
- 4) Written self-evaluation of process for each project.

Required Textbooks for this class:

None.

Materials Required:

Minimum 8gb flash drive, formatted for Macintosh

CLASS DATES: Assignments and Deadlines

Note that these dates and the details of each class are subject to change at the instructor's discretion

Date	Topics and Assignments	Location
August 22	Introduction. Review Syllabus, Assignments, and Assign <i>Short Film 1</i>	
Sept 5 – Sept 30	Preproduction, production, and post production of <i>Project 1</i>	
Oct 3	<i>Project 1</i> Due – Screen in FAB 208 Assign <i>Project 2</i>	
Oct 4 – Oct 28	Preproduction, production, and post production of <i>Project 2</i>	
Oct 31	<i>Project 2</i> Due – Screen in FAB 208 Assign <i>Project 3</i>	
Nov 1 – Nov 29	Preproduction, production, and post production of <i>Project 3</i>	
Dec 6	FINAL SCREENING FAB 208 12:30-2:30 <i>Project 3</i>	

GRADING

Assignments are valued as follows:

- | | |
|-----------------------------------|-----|
| 1) Short film 1 | 20% |
| 2) Short film 2 | 30% |
| 3) Short film 3 | 40% |
| 4) Self-evaluations, projects 1-3 | 10% |

Grading Criteria:

A = Exceptional. Demonstrates mastery of material beyond expectation. Professional quality of work. Highest level of scholarship.

B = Above average. Demonstrates mastery of material. Work is of better-than-expected quality, but not quite professional. High level of scholarship.

C = Average. Demonstrates proficiency with material. Work is of amateur quality. Ordinary level of scholarship.

D = Below Average. Less than proficient with material. Work shows errors, careless mistakes, or is just plain wrong. Poor scholarship.

F – Failure. Material incomplete. Work grossly negligent or incomplete. No evidence of scholarship present.

LATE PAPERS

Deadlines are an inescapable part of responsible, professional, adult life. Late papers will lose a letter grade for each day that the paper is late.

If you discover, *a week or more in advance*, that you have multiple deadlines converging on the same day, you may request a change in deadline> Such a change may be granted at the instructor’s discretion. Once the deadline has passed, it’s too late to ask for exceptions. Manage your time and deadlines wisely.

TARDINESS / ABSENCE POLICY

Attendance is 10% of your grade. That’s the difference between an “A” and a “B”...or an “F” and a “D.”

TARDINESS

Class **BEGINS EXACTLY AT THE APPOINTED TIME**. It is your responsibility to be prepared to begin **BEFORE** the class starts.

Three instances of tardiness is equivalent to one absence. See below for the class absence policy.

THE INSTRUCTOR RESERVES THE RIGHT TO DENY ENTRY TO STUDENTS WHO ARE NOT PRESENT AT THE START OF CLASS* – ON THE HOUR. PLAN ACCORDINGLY. ON-TIME is EARLY!

*Exceptions will be made only for those with classes located in RAS whose end time makes on-time arrival impossible.

Punctuality is essential in this business. Tardiness will not be tolerated.

Absence Policy, from the Sul Ross State University 2012-2014 Course Catalogue:

CLASS ATTENDANCE

Regular class attendance is important to the attainment of the educational objectives of the University. Each instructor will keep class attendance records, and the instructor's policy on class attendance will be explained at the beginning of the semester or term.

The instructors will drop a student from a course when the student has a total of nine absences. A student will be dropped for excessive absences in remedial courses after nine absences.

An absence is defined as non-attendance in fifty minutes of class; for example, non-attendance in a one and one-half hour class will constitute one and one-half absences and non-attendance in a three hour class will constitute three absences. An absence because of participation in an official University activity is considered to be an authorized absence.

STUDENTS WITH DISABILITIES

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.