

ART 315 – New Media Studio / 4 Credits
Spring 2014
T/R 2:30 PM – 5:30 PM

Instructor: Dengke Chen
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Office hours: T 6 PM – 8 PM (by apt.)
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Course description

This is a studio art class that focuses on creating, authoring, exhibiting, and critically evaluating interactive multimedia artworks. The course explores experimental uses of new media in the visual arts with emphasis on integrating digital media with current studio practices in two-, three-, and four-dimensional art. In addition to the actual creation of new media artworks, the course will engage students in research methods to advance their skills in new media and help them to develop an understanding of the critical evaluation and assessment of new media artworks.

Supply and equipment list

In some sections of this course we will need to use a camera, video camera, digital sound recorder and tripod and these can be borrowed from MTSS.

Software

Photoshop, After Effects, Premiere, Flash, Audition

Sequence and description of projects

(1) Project One – Imagination & Design

- Environment Concepts
- Character Concept
- Transportation Concept
- Production Design for Film/Animation
- ★Presentation on project one. (Jan. 30th, 2014)

(2) Project Two – Compositing & Live Action

- Animation Basics
- Concept Art Animation
- Camera Operation and Live Action
- Compositing
- ★Presentation on project two. (Feb. 20th, 2014)

(3) Project Three – Storyboarding & Animatic

- Animatic (without soundtrack)
- (No presentation on this project)

(4) Project Four – Sound

- Recording
- Audio Narration
- Animatic (with soundtrack)
- ★ Presentation on project four (Mar. 25th, 2014)

(5) Project Five – Animation

- Animation Techniques: Puppet pin, Clay Animation, Digital & Stop Motion, 2.5D Animation, Cut Out Animation, Experimental Animation
- Animated Short (Group Project)
- ★ Presentation on project five. (May. 1st, 2014)

Grading policy

Five projects will be given throughout the semester. It is expected that you will address the assignments in each project creatively and with considerable thought. The class participation and attendance will be worth 30 % of your final semester grade and the five projects will be worth the remaining 70 %.

- Class participation/Attendance = 30%
- Project 1 = 15%
- Project 2 = 15%
- Project 3 = 10%
- Project 4 = 10%
- Project 5 = 20%

Each assignment will be assessed with the following points in mind:

1. Creative insight.
2. Participation in critiques and open studio with an apparent understanding of the topics under discussion.
3. Punctuality. It is important that you consistently work on each project. Any last minute efforts will be graded accordingly. Each assignment will be due on a given date. Late assignments will be collected the following class period with the grade lowered one full mark. Assignments will no longer be accepted after this date.

Grading Scale

94 – 100 = A (EXCELLENT) exceptional work, pushing the limits of the assignment and challenging yourself, excellent concepts and outstanding use of techniques.

90 – 93 = A-

89 – 87 = B+ (GOOD) work well done, executed with care and attentiveness; good use of concepts and techniques from class and reading assignments.

86 – 84 = B

83 – 80 = B-

79 – 77 = C+ (SATISFACTORY) average work, assignment guidelines were properly followed, acceptable, and satisfactory achievement.

76 – 74 = C

73 – 70 = C-

69 – 67 = D+ (POOR) work barely meets assignment requirements, no effort or time invested.

60 – 66 = D

below 60 = F (FAILURE), does not meet the minimum requirement. Incomplete work. Please note that it's better to submit something than nothing. Even if you get 30/100 it will still help your grade. Not submitting an assignment will give you a 0.

Class Attendance

It will be important for all students to attend class regularly, and to review the material missed should an absence occur. Up to 3 absences will be accepted unconditionally, but each further absence will cause the attendance grade to be lowered by 20 (100 to 80, etc.). Attendance will be recorded during the first 10 minutes of class. If you should have a medical reason to miss more than the allotted absences, please keep me apprised with notes from your doctor.

Safety Information

Students in the School of Visual Arts may find themselves working in the shop or in their studios or classrooms using a variety of materials and power and hand held equipment, which may cause injury. Given this possibility, equipment is provided and ventilation systems have been installed that are regularly inspected and maintained to ensure the safety of all students working in classrooms, studios and the shop. Students should use the shop only after having received an orientation in the use of such equipment and when supervised by faculty or shop personnel. Should any injuries occur, in the shop, studios, or classrooms in the School of Visual Arts please report them to Jerry Bierly, Shop Supervisor, Room 108 – A Visual Arts Building, Phone: 814-865-3962, email: jib7@psu.edu.

Academic Integrity Statement

University Policies and Rules Guidelines states that academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of Conduct states that all students should act with personal integrity, respect

other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts. Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others.

Academic dishonesty includes but is not limited to acts such as cheating on exams or assignments; plagiarizing the words or ideas of another; fabricating information or citations; facilitating acts of academic dishonesty by others; claiming authorship of work done by another person; submitting work completed in previous classes; and/or submitting the same work to multiple classes in which a student is enrolled simultaneously.

Course Schedule

☆Project One – Imagination & Design (Lesson 001 ~ Lesson 006)

Week 1 (Jan. 12 ~ Jan. 18)

Lesson 001 (Jan. 14)

Lecture: Concept Art – Environment Concepts

Exercise: Visual Development Of A Place, Color Exploration

Lesson 002 (Jan. 16)

Lecture: Silhouette Studies and Character Design

Exercise: Character concept design

Week 2 (Jan. 19 ~ Jan. 25)

Lesson 003 (Jan. 21)

Lecture: Transportation Design

Exercise: Transportation Concept Design

Lesson 004 (Jan. 23)

Lecture: Production Design for Film/Animation (Part one)

Exercise: Develop story, environment, and atmosphere.

Week 3 (Jan. 26 ~ Feb. 1)

Lesson 005 (Jan. 28)

Lecture: Production Design for Film/Animation (Part two)

Exercise: Develop details.

Lesson 006 (Jan. 30)

Presentation of Project One

Requirements:

Each person will have 5 minutes to present your work. Your portfolio should consist of (1) Environment Concept Design, (2) Character Concept Design (3)

Transportation Concept Design, (4) Production Design, (5) Design Planning Sheet.

Additional works are very welcome!

After the presentation, you should compress your portfolio into a ZIP file or RAR file and upload it to Angel for grading. Please name your file by “your name + your student ID”.

☆ Project Two – Compositing & Live Action (Lesson 007 ~ Lesson 012)

Week 4 (Feb. 2 ~ Feb. 8)

Lesson 007 (Feb. 4)

Lecture: Effects and Compositing

Exercise: Effects and Compositing

Lesson 008 (Feb. 6)

Lecture: Color Grading and Color Keying

Exercise: Color Grading and Color Keying

Week 5 (Feb. 9 ~ Feb. 15)

Lesson 009 (Feb. 11)

Lecture: Narrative Story

Exercise: Concept Art Animation

Lesson 010 (Feb. 13)

Lecture: Camera Operation and Live Action

Exercise: Live Action with Green Screen

Week 6 (Feb. 16 ~ Feb. 22)

Lesson 011 (Feb. 18)

Lecture: Compositing and Film Editing

Exercise: Compositing

Lesson 012 (Feb. 20)

Presentation of Project Two

Requirements:

Each person will have 5 minutes to talk about the concept of your work and screen the video. (1) The video should be composited with live action that you shot and cleaned from green screen. (2) The video should be no less than 30 seconds and the video format should be ‘Mp4’ or ‘Mov’. (3) The video should have soundtrack.

After the presentation, you should compress your video into a ZIP file or RAR file and upload it to Angel for grading. Please name your file by “your name + your student ID + your animation name”.

(Homework: Prepare a story for next project)

☆Project Three – Storyboarding & Animatic (Lesson 013 ~ Lesson 016)

Week 7 (Feb. 23 ~ Mar. 1)

Lesson 013 (Feb. 25)

Lecture: Storyboard Design

Exercise: Storyboarding based on reference pictures

Lesson 014 (Feb. 27)

Lecture: Color Key in film and animation production

Exercise: Color Key study

Week 8 (Mar. 2 ~ Mar. 8)

Lesson 015 (Mar. 4)

Lecture: Narrative Drawings

Exercise: Develop storyboard for an animated short (No less than 30 scenes/pictures)

Lesson 016 (Mar. 6)

Lecture: Animatic

Exercise: Animatic (without soundtrack)

NOTE: There is no presentation on this project but you should upload your animatic to Angel for grading as soon as possible after Lesson 016. (1) The video should have at least 30 scenes/pictures. (2) The video format should be ‘Mp4’ or ‘Mov’. (3) The video doesn’t need to have a soundtrack. (4) Please name your video by “your name + your student ID + your animation name”.

-----SPRING BREAK-----
(Mar. 9 ~ Mar. 15)

☆Project Four – Sound (Lesson 017 ~ Lesson 019)

Week 10 (Mar. 16 ~ Mar. 22)

Lesson 017 (Mar. 18)
Lecture: Audio Narration
Exercise: Audio Narration

Lesson 018 (Mar. 20)
Lecture: Recording
Exercise: Recording (Ambient soundscapes, Dialogue)
Assignment: Animatic (with soundtrack)

Week 11 (Mar. 23 ~ Mar. 29)

Lesson 019 (Mar. 25)
Presentation of Project Four

Requirements:

Each person will have 5 minutes to talk about their work. You should have a video that presents your animatic. (1) The video should have at least 30 scenes/pictures. (2) The video format should be 'Mp4' or 'Mov'. (3) The video should have a soundtrack.

After the presentation, you should upload your video to Angel for grading. Please name your video by "your name + your student ID + your animation name".

☆ **Project Five – Animation**
(Lesson 020 ~ Lesson 030)

Week 11 (Mar. 23 ~ Mar. 29)

Lesson 020 (Mar. 27)
Lecture: Animation techniques – Puppet Pin in After Effects
Exercise: Character Animations
Assignment: Character Animations

Week 12 (Mar. 30 ~ Apr. 5)

Lesson 021 (Apr. 1)
Lecture: Animation techniques – Clay animation and Stop motion animation
Exercise: Stop motion animation

Lesson 022 (Apr. 3)
Lecture: Animation techniques – Digital and Stop Motion Combination
Exercise: Digital animation

Week 13 (Apr. 6 ~ Apr. 12)

Lesson 023 (Apr. 8)

Lecture: Animation techniques – 2.5 D animation

Exercise: 2.5 D animation

Lesson 024 (Apr. 10)

Lecture: Animation techniques – Cut out animation

Exercise: Cut out animation

Week 14 (Apr. 13 ~ Apr. 19)

Lesson 025 (Apr. 15)

Animation Production

Lesson 026 (Apr. 17)

Animation Production

Week 15 (Apr. 20 ~ Apr. 26)

Lesson 027 (Apr. 22)

Animation Production

Lesson 028 (Apr. 24)

Animation Production

Week 16 (Apr. 27 ~ May. 03)

Lesson 029 (Apr. 29)

Animation Production

Lesson 030 (May. 1)

Final presentation of the whole course

Requirements:

Each person will have 8 minutes to talk about their story and animation. (1) The animation should be at least 2 minutes. (2) The video format should be 'Mp4' or 'Mov'. (3) The video should have a soundtrack.

After the presentation, you should upload your animation to Angel for grading. Please name your video by "your name + your student ID + your animation name".

★ May. 7 Final project submission deadline ★