Eastern Kentucky University
Department of Communication
BEM 396, CRN xxxx
Combs 323A
3 credit hours
Fall 2014

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Catalogue Course Description: BEM 396 Motion Graphics. (3) I,II. Prerequisites: BEM 295 and/or Corequisite: 395. Training on industry standard motion graphics software used for post‑production design and editing. The course examines visual effects and multimedia, covering techniques needed to improve students' command of motion graphics in video production.

Text(s): Creating Motion Graphics with After Effects, Trish & Chris Meyer, 5th edition, CS5

Suggested Reading: http://www.videocopilot.net/basic/

http://tv.adobe.com/watch/learn-after-effects-cs4/getting-started-01-overview-of-after-effects-cs4/

Student Learning Outcomes:

1. Express a fundamental understanding of the aesthetics of contemporary motion graphic techniques and their correspondence with traditional industry approaches.
2. Effectively identify, interpret and assess the various formal elements and technical foundations of motion graphics.
3. Express a basic knowledge of motion graphics techniques used within the contemporary production environment.
4. Effectively express the specific skills, competencies and points of view needed by production professionals in the area of motion graphics through in class projects.

Evaluation Methods:

Attendance	10%
Participation	20%
PSA	20%
Team Teaching	20%
Commercial	30%

*You will need purchase a flash drive or **external hard drive to back up your class work.**

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Revised December 2008

Student Progress:
>**This class uses <u>Blackboard Academic Suite</u>. Visit regularly for further announcements, grades, web links and class documents and information.**

Attendance Policy:
>**Consistent Attendance:** Attendance is **<u>REQUIRED</u>** for all class meetings. You cannot effectively discuss or participate in class exercises if you are absent. You also cannot get the benefit of lectures and class activities if you do not attend. **1 percentage point** will be deducted for each <u>unexcused</u> absence. <u>No exceptions permitted.</u>

>**<u>NO WORK MAY BE MADE UP FOR UNEXCUSED ABSENCES!</u>**
>**<u>Late work will be docked 1 letter grade for every class beyond the due date. No exceptions.</u>**
>**<u>7 unexcused absences will result in an automatic F for the class.</u>**

>**<u>Excused Absences:</u>**
>You will be excused and allowed to make up work on your own time **<u>ONLY</u>** if the absence is cleared by the instructor 48hrs **<u>prior</u>** to the absence for:
>>University Excuses
>>Documented Doctors Appointments
>>Other reasons cleared by instructor prior to absence.

>Students are responsible for recovering information they missed during their absence from fellow students or the Blackboard site. Students should not ask the instructor "what they missed" when they were absent. The instructor **will not** provide this information.

>**<u>Classroom etiquette:</u>** Cell phones, laptops and unauthorized computer use during class time is not acceptable. Students will lose **1 percentage point** for every infraction.

>****Students are required to work on production days during class time.** The instructor will check the video lab and equipment check-out to confirm that students are either in the field shooting, or working in the lab. Students who skip production days will be counted absent for each day missed.

Last Date to Drop the Course:
>**10/25 -** *Last day to withdraw from a course with instructor's written signature and incur a $50 per credit hour fee (e.g. $150 for a 3 credit hour course). Students are allowed to withdraw up to the Friday of the 10th week of a full semester class.*

Disability Statement:
A student with a "disability" may be an individual with a physical or mental impairment that substantially limits one or more major life activities such as learning, seeing or hearing. Additionally, pregnancy or a related medical condition that causes a similar substantial limitation may also be considered a disability under the ADA.

If you are registered with the Office of Services for Individuals with Disabilities, please obtain your accommodation letters from the OSID and present them to the course instructor to discuss any academic accommodations you need. If you believe you need accommodation and are not registered with the OSID, please contact the office in the Whitlock Building Room 361 by email at disserv@eku.edu or by telephone at (859) 622-2933. Upon individual request, this syllabus can be made available in an alternative format.

Academic Integrity Statement: Students are advised that EKU's Academic Integrity policy will strictly be enforced in this course. The Academic Integrity policy is available at www.academicintegrity.eku.edu. Questions regarding the policy may be directed to the Office of Academic Integrity.

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Official E-mail: An official EKU e-mail is established for each registered student, each faculty member, and each staff member. All university communications sent via e-mail will be sent to this EKU e-mail address.

Course Requirements:
- Demonstration of excellent production skills
- Demonstration of student performance in a team environment
- Completion of advanced video productions
- Contribution to class discussion
- Completion of team member evaluations
- Completion of a team or individual project
- Completion of all assignments given by instructor
- Weekly attendance
- Completion of classroom tutorials

Assignments:

Team Teaching: a tutorial – Student groups are required to select an online tutorial (beginner or intermediate level) and teach the technique to the class.
        Tutorials must be approved by instructor.

PSA – Create a 30 second graphic promoting a local, state, or national organization.
         Ideas must be approved by instructor.

30 second commercial – Ideas must be approved by instructor.

<u>**Course Outline:**</u>   (Course outline is subject to change)

<u>**Week 1**</u> – Introduction, Class Requirements

   – Overview of After Effects

<u>**Week 2**</u> – Creating Projects

   – In class tutorial

<u>**Week 3**</u> – Working with the Timeline

   – In class group work

<u>**Week 4**</u> – Animation Essentials

   – Previewing Animations

<u>**Week 5**</u> – Animating Characters

    – In class group work

<u>**Week 6**</u> – Animating Text

    – Applying Effects

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Week 7 – Correcting Color

    - Rendering

Week 8 – **Group meetings with instructor**

    - In class work

Week 9

    - Teaching Tutorial #1

Week 10 – In class tutorial work

Week 11 – **Teaching Tutorial #2**

PSA project due
    - In class tutorial work

Week 12 – **Teaching Tutorial #3**

    - In class tutorial work

Week 13 – **Teaching Tutorial #4**

    - In class tutorial work

Week 14 – **Teaching Tutorial #5**

    - In class tutorial work

Week 15 – **Teaching Tutorial #6**

Week 16 – In class tutorial work

    - **Commercial Project Due**

Week 17 – Finals Week

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