

SCHOOL OF FINE ART AND MUSIC
Winter Semester 2018
SART*2710-01
DIGITAL MEDIA II



INSTRUCTOR: Nestor Kruger
TIME: Monday & Wednesday, 8:30am – 11:20am
LOCATION: Zavitz Hall, Rm. 318
OFFICE: Zavitz Hall, Rm. 414
EMAIL: krugern@uoguelph.ca
OFFICE HOURS: By appointment.

CALENDAR DESCRIPTION:

This course continues with the key concepts and methods introduced in Digital Media I (SART*2700) for the production of still images for print such as using vector and raster images, layers and artboards, alpha channels, selections and masking and basic principles in layout and design. In this course students will apply their understanding of these concepts and methods for the production of two short animated sequences using a vector based animation and a motion graphics application. In addition to a further examination of these concepts and methods with instruction in the use of time-based software applications, a study of a number of important principles, concepts and methods in animation will form an important focus in the course.

Prerequisite(s): ARTH*1220, ARTH*1520, SART*1050, SART*1060; (ARTH*1220 and SART*1060 can be taken as co-requisites.)

COURSE DESCRIPTION:

The aim of this course is to extend traditional studio practice into time-based digital media. The course will introduce students to the vector based animation software application, *Adobe Animate CC*, and the motion graphics, compositing software application, *Adobe After Effects CC*. Students in the course will develop through the use of this software an understanding of basic animation principles and methods through a series of exercises, tutorials and readings. For the course students will create two short animated sequences using both applications.

Animation is not only an effective medium for storytelling but is also useful for studying and understanding various types of movement. Developing an understanding of a few basic principles in classical animation and practicing methods of movement for subjects, nature and artificially generated phenomena can be used effectively to produce various effects such as the transformation of the inanimate into the animate, the simulation of natural phenomena such as smoke and water, dynamic motion graphics for film and television and animating complex statistical data found in the emerging field of infographics. It is also a critical and experimental tool used by a number of contemporary artists who use animation for not only the production of personal and public narratives

but also as a method of social critique. The digital animation tools that are now common and readily available to the public have created a number of important changes in not only the speed at which an animation is created by introducing greater levels of automation but also extending our understanding of the medium, that includes everything from looping internet memes to complex feature length films and animations produced entirely in digital software. A series of readings and discussions will help guide the student towards a better understanding of how the medium is used in the different cultural spheres and the space in which it might be experienced, either as a short loop on a mobile device or the narrative arc common to a theatrical presentation.

To complete the course, students will work on two major self-directed projects.

1. A short vector based animation sequence.
2. A short motion graphics sequence.

NOTE: This is a 0.5 credit course. Each week, students are expected to spend approximately 4 – 6 hours outside of class on related course work.

LEARNING OUTCOMES:

- Gain skills in working with vector based animation and motion graphics software.
- Develop an understanding of basic animation principles and best practices for creating a short animated sequence.
- Further development and understanding of various methods and strategies for working with digital media.

LAB FEES:

A compulsory materials fee of \$25.00 will be charged for materials provided in support of required course projects. The amount will be invoiced by the Office of the Bursar and paid directly with your tuition payment – no additional payment is necessary. **THE LAB FEE WILL NOT BE REFUNDED AFTER THE THIRD WEEK OF CLASSES.**

Items provided by Lab Fee:

Students will be provided with 15 square feet of small format inkjet paper, for printing storyboards and concept drawings for both animation projects.

PLEASE NOTE: Under no circumstances should a student be required to pay any additional monies for supplies needed to complete course assignments – excluding items listed under “Items Provided by the Student”. All supplies are to be paid for using Lab Fee monies. If you are being charged additional monies, please report to Robin McGinnis (rmcginni@uoguelph.ca) in the main office (Zavitz Hall rm. 201) immediately.

METHOD OF EVALUATION:

Participation	10%
In-class Exercises	20%
Assignment 01 – Vector (Due: FEB 28).....	35%
Assignment 02 – Motion Graphics (Due: APR 4)	35%