COFA
UNSW

SCHOOL OF MEDIA ARTS

SOMA 3603

DIGITAL VIDEO 2

SESSION 2 2009

CONTENTS

COURSE STAFF

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COURSE INFORMATION

a)   **Units of Credit: 6**

b)   **Teaching Times and Locations:**   **14:00 Wednesday EG02,**
15:00 Wednesday F106
9:00 Thursday F106
11:00 Thursday F106
13:00 Thursday F106
15:00 Thursday F106

c)   **Contact hours per week: 3**

*Please note that the expectation of time in this course is more than contact hours. The University has expectations of a total load of 25 – 30 hours per unit of credit. This means that you should spend no less than 8-9 hours per week on average on class work and online in addition to your timetabled hours.

d)   **Course Aims:** This is a studio-based course where students develop detailed skills in the use of motion graphics and digital video technologies for production. Students work solo and in groups to plan, pitch, and formally present in class **three projects** during the semester. Each project will be based on a brief and concepts for each assignment will be presented to the class during development.

f)   **Relationship to other courses: follows SOMA1603, prepares SOMA3610.**

g)   **Approach to learning and teaching:** The course introduces students to motion graphics and advertising practice. Work is based around the development of original ideas, and the application of these in a production context. Supplementary lectures provide a broad overview of techniques from a variety of works and styles.

h)   **Teaching Strategies: Lectures, Workshops and Blended Learning.**

i)   **Graduate Attributes: please see appendix.**

ASSESSMENT

Assignments *This is only an overview, more specific instructions will be provided during tutorials and explained in the lectures.*

A1: Kinetic typography. (**Week 4**) Task Mark: **20%** of total. Solo.

1 minute kinetic text video. Form a concept based around typography, storyboard it, and create a 720p25 composition in *After Effects*. Render. **Hand in:** the storyboard and a CD or DVD containing a 1 min rendered QuickTime, the *After Effects* file and all the assets required to generate the project. IMPORTANT: Missing files will lose points. While a soundtrack is welcome only the use of typography and layout will be assessed.

Goals: To practice a production task commonly performed in *After Effects*, that employs typography, key framing, storytelling and story boarding. To develop necessary skills in motion graphics.

A2: Still image study, Sound (**Week 9**) Task Mark: **30%** of total. Solo.

2-3 minute rostrum animation. Form a concept based on still images, create a storyboard and a short narration script, record narration as audio, capture or source still images, create a 720p25 project in *After Effects* and use transformations of stills to illustrate a coherent story line. You may also use typography and sound where appropriate. **Hand in:** the storyboard and a CD or DVD containing a 2-3 min render, the *After Effects* file, all the assets required to render out the project. IMPORTANT: Missing files will lose points.

Goals: To practice a real world production task commonly performed in *After Effects*, that employs synchronized audio and stills. To develop necessary skills in motion graphics.

A3: Television Commercial and Pitch (**Week 13**) Task Mark: **40%** of total. Group.

TVC: Analyse how television commercials sell products. Choose a product. Write a 'pitch treatment', develop a short script, storyboard a sales concept, create a 576i25 composition in *FCP* or *After Effects*. Create an EXACT 30s commercial. Master it to DVD Video disc, ready to 'pitch' in class. **Hand in:** the pitch treatment, video DVD of production. Present in class: your DVD and a short pitch of your sales idea. **I**MPORTANT: DVDs must play in a standalone DVD player, do not assume this.

Goals: To deliver a broadcast ready 30 second commercial. To sell your ideas to an audience. To develop necessary skills in teamwork, communication and digital video production.

Assessment Criteria for all assignments.
Quality of your conceptual designs and their communication. Capacity to develop and realize a visual composition based upon criteria set by a director. Capacity to successfully apply technical skills developed in class.

CLASS ATTENTIVENESS and PUNCTUALITY – *over semester* -10%
Students that are punctual, respectful of others and involve themselves in classes and group activities are more likely to succeed in the professional realm. The score reflects that understanding. Please also see rules regarding absences.

ACADEMIC HONESTY AND PLAGIARISM

What is Plagiarism?

Plagiarism is taking the ideas or words of others and passing them off as your own. Plagiarism is a type of intellectual theft.

Plagiarism can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Plagiarism can have serious consequences, so it is important that students be aware of what it is, and how to avoid it.

It is also plagiarism to claim credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed, to submit an assessment item that has already been submitted for academic credit elsewhere, or to knowingly permit your work to be copied by another student.

There are very serious penalties for plagiarism, ranging from re-submission, reduction of marks (including to zero), failure of the course, and exclusion from the university.

The Learning Centre website has a lot of useful information.
See www.lc.unsw.edu.au/plagiarism.

COURSE SCHEDULE

Week 1   Date: July 22nd   Course Introduction

We cover the aims and intended scope of the course, an overview of motion graphics and detail the assignments.

Tutorial: Introduction to *Adobe After Effects*, interface, key framing, rendering outputs for specific targets, for example 720p and 576i for broadcast.

Week 2   Date: July 29th   Typography in Motion Graphics

An introduction to kinetic text design and typography for video. Making an informed choice of fonts, colours and placement for legibility. Screen interfaces for titles, signage, device control. Title safe, action safe.

Tutorial: Kinetic text exercise, practice text animation in *After Effects*.

Week 3   Date: Aug 5th   Bitmap and Vector

We'll cover some connections between Adobe Suite applications, particularly *Photoshop*, *Flash* and *After Effects*. Use of bit maps and vectors in *After Effects* compositions.

Tutorial: Layers and Masking in After Effects.

Week 4   Date: Aug 12th   Broadcast Technology past and future

Examining 1930's mechanical television up to HD, understanding the raw video medium and thus obtaining the best finished work. Analogue and digital elements such as scan lines, colour clocks, colour spaces, codecs and so on.

Tutorial: Present your Kinetic Typography assignment. Critique the works on display.

Week 5   Date: Aug 19th   The Rostrum Camera / Ken Burns

The name of PBS director Ken Burns is synonymous with still images choreographed on a rostrum camera. Panning, zooming and sound used to form a story without moving footage.

Tutorial: Layer animation and modes in *After Effects*.

Week 6   Date: Aug 26th   Locating The Effects in After Effects

The extensive list of effects in After Effects is broken down into real world production processes.

Tutorial: Colour and film grading in *After Effects*. Working with Sound.

RESEARCH WEEK AND MID SESSION BREAK HERE

Week 8   Date: Sep 16th   2D Composition in 3D Design

Using 3D elements in a 2D composition, and vice versa. How 3D works in the Adobe Suite.

Tutorial: 3D composition in After Effects.

Week 9   Date: Sep 23rd   The Television Commercial

Forming, developing and delivering the 'single minded idea' in the TVC. Examples and analysis of campaigns.

Tutorial: Present your Still Image Study assignment. Critique the works on display.

Week 10   Date: Sep 30th   Signage and Narrowcasting

As broadcast advertising declines, web animation, electronic billboards and narrowcasting become more prevalent and important. We cover flash video production.

Tutorial: Refreshing Final Cut Skills, using *After Effects* in the *Final Cut* workflow

Week 11   Date: Sep 30th   Expressions and Scripting

Scripting behaviors and interactivity in *After Effects* and other real time video tools.

Tutorial: Advanced techniques in *After Effects* including motion tracking, motion sketch, puppet.

Week 12   Date: Oct 7th   Industry Guest

More information about our industry guest will be provided closer to the event.

Tutorial: Mentorship and assistance with your final assignment.

Week 13   Date: Oct 14th   Topic: Summary of the SOMA Video Core

Drawing together of the material that we've covered over the year of SOMA core video subjects, so as to plan for next year's major work.

Tutorial: Pitch your TVC to the tutor.

COMPUTING REQUIREMENTS

Digital video editing requires large amount of storage. You are strongly advised to purchase a portable hard drive on which to back up your work in progress. Common sense is that unless you have two copies of a file – It's not backed up!

You will need to buy miniDV tapes and blank DVDs for practice and for assignments. You will need to book cameras as required.

SAFETY INFORMATION

You have a responsibility to not do anything that risks the safety or health of your fellow students and also staff.

This will involve informing your lecturer of any safety risks you become aware of, and also following the directions of staff in relation to such issues as equipment usage, and safety equipment and clothing.

You are responsible for:
*   adhering to UNSW and COFA OHS policies and procedures,
*   following instructions on safe work methods,
*   promptly reporting hazards or accidents
*   ensuring your conduct does not endanger others.

Emergencies and evacuation

In case of emergency you should follow the instructions on the emergency procedures displays, which are located on each level.

The emergency phone number is 9385-6666 (not 000).

During evacuations always follow the directions given by fire wardens and proceed to the emergency assembly area, which is in front of the campus art store (red oval on diagram).

First aid information

If you are injured or are hurt in any way inform your supervisor. All accidents and incidents must be reported. The names and contact details of first aid officers on campus are displayed on the green and white first aid posters. Security staff are also trained first aid officers.

Electrical safety

Students should ensure that any portable electrical equipment they bring onto the campus

(such as laptop computer power supplies) are tested and tagged. Such equipment will not be able to be used on campus if not tagged. Testing can be done at the Resource Centre.

RESOURCES FOR STUDENTS

The specific text for this subject is Adobe's *After Effects CS3 Classroom In A Book*
URL: http://proquest.safaribooksonline.com/9780321499790

The UNSW Library has other books and multimedia pertinent to the course.

CONTINUAL COURSE IMPROVEMENT

Periodically student evaluative feedback on the course is gathered, using among other means, UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Significant changes to the course will be communicated to subsequent cohorts of students taking the course.
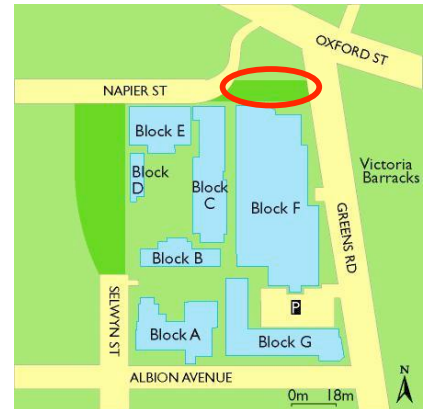
ADMINISTRATIVE MATTERS

You may fail the subject if more than 3 absences are recorded. You must actively participate in classes, group assignments and complete all set work. You may fail the subject if you do not submit all set work to a satisfactory standard. Where, because of illness or misadventure, you cannot hand in an assignment on time, or your work has suffered, you can apply for Special Consideration. For information on Special Consideration see:
https://my.unsw.edu.au/student/atoz/SpecialConsideration.html

Students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the course convener prior to, or at the commencement of, their course, or with the Equity Officer (Disability) in the Equity and Diversity Unit (9385 4734 or www.equity.unsw.edu.au/disabil.html). Issues to be discussed may include access to materials, including Library materials, signers or note-takers, the provision of services and additional exam and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made.

COFA Graduate Attributes	Activities / Assessment (equally weighted)
Disciplinary knowledge	Students situate their own practice within the historical and contemporary video context.
Communication skills	Students develop communication skills to articulate their artistic intentions and the relative strengths and weakness in their work in group reviews and assessments.
Technical skills	Students demonstrate their acquisition of the technical video hardware/software and production skills.
Critical thinking	Students critically reflect and resolve problems they experience in completion of their works. Students will be encouraged to self-critique and workshop how problems could be resolved.
Group skills	Students engage in Group Feedback Discussions. Students use theoretical influences in historical and contemporary practices to comment on their own and other student's artworks. Students work as a team during learning activities.

Social awareness	Students make works informed by their understanding of the relationships between audiences and cultural contexts. Students discuss how visual images are interpreted in different social contexts.
Ethical understanding	Students apply ethical consciousness in the creation of their artworks. Students demonstrate this understanding in the critical feedback of their own and other's work.
Information Literacy	Students investigate practices through the use of library resources and the wider media. Students use this research to develop and extend concepts for their projects and the different meanings in their artworks.
Entrepreneurial skills	Students develop a context and understanding for imagery within 'real world' culture and media.