course description:

Course Summary: Theory and practice of creating layered, time-based digital image manipulations with exercises in compositional aesthetics.

Students produce short works of digital media in order to explore the intersection of visual effects, animation, graphics, and time-based media. While learning about the theory, history, and practice of visual effects, animation, and motion graphics, students will practice their conceptual and creative design skills, and are introduced to digital software to create kinetic visual effects, animation, and motion graphics. Students create digital media projects designed to develop professional visual communication skills and a strong portfolio of work.

Course Learning Outcomes:
Upon successful completion of the course, students will be able to:
1. Generate unique motion graphics, animation, and effects projects.
2. Communicate ideas through visual and kinetic images.
3. Analyze and evaluate production techniques used in visual effects/animation/motion graphics projects.
4. Recognize and demonstrate the ability to employ varying styles and aesthetics through visual effects/motion graphics design.
5. Foster a culture of constructive critique and peer learning.
6. Participate in the creation of a short video incorporating animation, motion graphics, and/or visual effects, through various phases of production, preparing for further study and possible careers as part of a production team.
REQUIRED COURSE MATERIALS:

- Headphones
- Sketchbook
- There are no required textbooks for this class. LinkedIn Learning (formerly lynda.com) is including in tuition for Towson students, and there will be tutorials required.

Required Hard Drive and Backup:

By the second week of class, students are required to have their own external hard drive, and to have established a back-up system to an additional hard drive, to back up their work regularly -- at least once a week, more often during high-production weeks. Cloud storage is NOT recommended as a backup because of large file sizes and upload times.

All students using EMF Production facilities must use an approved, student provided drive to store their files on at all times. Saving or writing files to the department’s computers is not acceptable. Approved drives must either spin at 7200rpm, or be a Solid State Drive. The recommended connection type is Thunderbolt, USB-C, Thunderbolt 3 or USB3.0. Firewire 800 with an adapter will also be acceptable. Computers in labs are upgraded at different intervals, so computers may have different connections available. We cannot guarantee an adapter will be available.

Students using slower drives, flash drives or saving/writing directly to the computer do so at their own risk. Computers are wiped every 3 days. Using a slower drive can result in file loss and system errors while working. We will not provide technical support for unapproved drives. It’s recommended that students have approved.

NOTE:

All EMF students are required to join the EMF Google Group List Serve at: http://groups.google.com/group/TowsonEMF.

This will guarantee that you receive daily postings regarding digital media, video, film, and audio production topics including festivals, special screening, guest speakers, film/video crew needs, internships, and jobs.

Use this email address: TowsonEMF@googlegroups.com to post your own messages to the group. The main page will also archive all posts.
## EVALUATION & DUE DATES:

<table>
<thead>
<tr>
<th>Projects &amp; Assignments</th>
<th>% of Final Grade</th>
<th>Due Dates (ALL Due at 2 pm on class day unless otherwise stated. Revisions are due one week after original project/assignment due date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1: Cartoon Yourself with Lower Third</td>
<td>10%</td>
<td>9/4</td>
</tr>
<tr>
<td>Project 2: Looping Animation (Sweaty Eyeballs)</td>
<td>15%</td>
<td>9/25 Online critique due 9/26, Revisions due 9/30</td>
</tr>
<tr>
<td>Lightbulb/Balloon Exercise</td>
<td>3%</td>
<td>10/2 - in class exercise, due 4:45</td>
</tr>
<tr>
<td>Puppet Pins &amp; Time Remapping Exercise</td>
<td>3%</td>
<td>10/23 - in class exercise, due 4:45</td>
</tr>
<tr>
<td>Journal: Midterm Reflection</td>
<td>5%</td>
<td>10/30 (Answer questions and reflect projects, guests &amp; activities)</td>
</tr>
<tr>
<td>Project 3: Collage Yourself</td>
<td>15%</td>
<td>10/30 Project due 2pm - in class critique</td>
</tr>
<tr>
<td>Illustrator Exercise</td>
<td>3%</td>
<td>11/6 - in class exercise - logo design, due 4:45</td>
</tr>
<tr>
<td>Project 4: Animated Logo</td>
<td>15%</td>
<td>11/13 - Logo animation finecut due at 2 pm, submit revised version online by 4:45pm</td>
</tr>
<tr>
<td>Explainer Video Script &amp; Storyboard</td>
<td>3%</td>
<td>11/20 Turn in storyboard and script</td>
</tr>
<tr>
<td>Project 5: Explainer Video</td>
<td>15%</td>
<td>12/4 LAST CLASS DAY! Fine cut due for class critique 12/11 Final Version Due - submit to EMF Production Lab Drop Off folder (Screening 12/13)</td>
</tr>
<tr>
<td>Critique - Online and in class</td>
<td>5%</td>
<td>Due during class or as stated for individual projects.</td>
</tr>
<tr>
<td>Final Reflection</td>
<td>5%</td>
<td>Due 12/15 (Online journal - answer Prof’s questions)</td>
</tr>
<tr>
<td>Participation Events</td>
<td>3%</td>
<td>Submit throughout the semester — all responses due 12/15</td>
</tr>
<tr>
<td>100%</td>
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<td></td>
</tr>
</tbody>
</table>

Week 1-2  
8/28-9/4  
Project 1: Cartoon yourself with Lower Third (Photoshop)  
Course learning outcomes: Communicate ideas through visual and kinetic images.  
Skills: Using Photoshop basics - Interface, Layers, Selection tools, Select and Mask  
Intro to Cook Library Greenscreen rooms.  
Show Stop-motion & Cintiq setups — Media Lab

Week 3-4  
9/11-9/18  
Project 1: Cartoon yourself with Lower Third Due Critiques  
Work on Project 2: Loops for Sweaty Eyeballs Animation Installation  
3 person teams make 10-15 second animated abstract loops using shapes layers, keyframe animation and a limited color palette

9/23  
EVENT - Visiting Artist - Mario Gajo de Carvalho - screening 4-4:45 VB204

Week 5  
9/25  
Project 2: Loops due. ONLINE CRITIQUE for homework - Due 9/26 to allow revision time.

Week 6-8  
10/2-10/30  
Surrealism - Collage Yourself  
9/30 Lightbulb Balloon In-class exercise  
Work on Collage Yourself Compositing Project  
10/7 Puppet Pins Exercise

Week 9  
10/23  
Black Maria Director Classroom Visit & Evening Screening (7-8:30 pm)

Week 10-11  
10/30-11/6  
Project 3: Collage Yourself due 10/30  
Working on Project 3: Animated Logo

Week 12  
11/13  
Logos Due - In class Critique, begin Explainer Videos

Week 13-  
11/20  
Class work time for Explainers  
Explainer scripts and storyboards Due

Week 14  
NO CLASS - THANKSGIVING

Week 15  
12/4  
Project 4: Explainer Video Due- In Class Critique

12/11  
EXAM PERIOD - ALL REVISIONS DUE FOR SCREENING - MEDIA LAB DROPBOX

FINAL SCREENING FRIDAY 12/13, 2:30-4 pm, VB 204

ALL ASSIGNMENTS, PROJECTS, AND PARTICIPATION EVENTS DUE ON BLACKBOARD BEFORE SUNDAY 12/15 at 11:59 PM NO EXCEPTIONS

NOTE: Deadlines and projects may be shifted and changed at the instructor’s discretion.
GRADING POLICY

94% - 100% (940 – 1000 points) = A
90% - 93% (900 – 939 points) = A-
87% - 89% (870 – 899 points) = B+
83% - 86% (830 – 869 points) = B
80% - 82% (800 – 829 points) = B-
76% - 79% (760 – 799 points) = C+
70% - 75% (700 – 759 points) = C
66% - 69% (660 – 699 points) = D+
60% - 65% (600 – 659 points) = D
0% - 59% (0 – 599 points) = F

The grade of A is awarded for excellence, the very best work in the class. An A student turns in all work on time with consistently very high standards of quality, creativity, and original thinking. This person produces outstanding products and performs exceptionally in presentations and critiques. This grade is for Excellent work in the class.

The grade of B is awarded to students who have turned in all work on time, and consistently completed work in a high quality manner. The work shows creative thinking, extra effort, and care in presentation. This person has demonstrated knowledge that surpasses the basic material and skills of the course. This grade is for Very Good work in the class.

The grade of C is earned when all class work is turned in and the student has mastered the basic material and skills of the course. This person participated in class and demonstrated knowledge of the basic material and skills. This grade is for average work in the class.

The grade of D or F is given for work that is incomplete, late, and/or does not demonstrate mastery of the basic material and skills of the course. This grade is for below average work in the class.

Projects will be evaluated considering the following criteria:

- Completion and direction-following
- Composition and design
- Aesthetic appeal
- Innovation, Risk
- Effort and Attention to Detail
EMF 380 CLASS POLICIES

Attendance/Absences
Attendance is mandatory. Frequent absences, tardiness, and/or leaving class early will be detrimental to your final grade. More than 3 unexcused absences will result in a failing grade. A written note from a qualified individual is required for more than 1 sequential absence resulting from illness, family emergency, etc.

Two unexcused latenesses or early departures equals one absence. If you need to be late or leave early, explain your reasons to the professor, who may allow absences/lateness in certain situations, but only if the student has explained beforehand or as soon as possible in case of emergencies. If you miss a class, it is your responsibility to find out what announcements, assignments, readings, or lecture notes you missed by speaking to classmates and reviewing course materials on Blackboard. Missing class for other class commitments such as film shoots is considered an UNEXCUSED absence.

Assignments/Projects
Students are expected to complete assigned projects, homework, video tutorials, and readings before class on the due dates listed in the syllabus or as announced in class. All projects and homework must be handed in at the beginning of class or as listed on the schedule for each due date.

Late Work
Late work may not be accepted without prior discussion with the instructor. The grade for any assignment/project turned in late will lose 5 points per day. Work may be revised and resubmitted by one week after the initial due date, and may be eligible for a grade adjustment if instructor finds the work significantly improved.

Participation
Active participation in class and online critiques and discussions is mandatory and evaluated as part of your grade. It is important to clearly communicate your own work process and concepts, and speak constructively about your opinions, suggestions, and interpretations of the work of your peers, screenings, and readings covered in class. Engagement, active listening, and peer-to-peer learning is valued. During workshop time, you are invited to converse quietly with your classmates: ask each other questions and offer each other suggestions. We will strive to create a supportive learning community, and benefit from the presence of others all working towards similar goals.

Critiques
During critiques it is expected that class members be present and involved in the discussion and transmission of feedback on other people’s work. Creating a culture of critique where students value and trust each other’s feedback is one of the most valuable reasons for this educational experience. Even if your project is incomplete at the time of deadline you are still required to attend class, present what you have even if it is not complete or polished, and give your full attention to the work of others being presented. You will learn more from other people's mistakes, successes, interpretations, solutions, disagreements and discussions than you will trying to make up for lost time on your own project. The majority of what you will learn in this course about design, motion graphics aesthetics, and your own personal opinions and tastes will take place during critique. Arrive to class, on critique days, with your work in the proper assigned format, prepared to discuss and express your ideas.

Incomplete
A grade of Incomplete is only given if you are unable to complete the work required in the course because of verifiable medical reasons or documented circumstances beyond your control as stated in the current Undergraduate Catalog which can be downloaded as a pdf here: http://www.towson.edu/main/academics/ugrad/undergradecatalog.asp

Cell Phone/Internet Policy
Cell phone use (calls or text messaging) is prohibited during class time. If your phone goes off, you call someone, or are found text messaging I will ask you to please shut your phone and put it away. Internet browsing is only allowed on days when it is required for you to have access for researching and finding source materials. Checking your email or social networking sites is not allowed during class time. Please know that occupying your time during class checking email or websites that do not relate to the lecture or discussion can be extremely distracting for the other students around you.

Project Reuse Policy
The projects you create for this class are the sole property of you, the creator. That said, all projects created in the class may be used for subsequent courses as educational examples or for promotional purposes on the EMF website or EMF vimeo.com channels or other networks. Collaborative work in which you played a part may be entered in film festivals.
TOWSON & EMF
COURSE POLICIES

Academic Integrity
The EMF Department adheres to the Towson University “Student Academic Integrity Policy.” Any form of cheating or plagiarism is prohibited in the policy. The policy can be found here: http://www.towson.edu/studentaffairs/policies/. Any violation of this policy will result in a failing grade for the course.

Disability Statement
Any student who may need an accommodation because of a disability, please make an appointment to meet with me the first week of class. I encourage you to speak with me so that we can come up with an accommodations plan. Disability Support Services should provide a document authorizing your accommodations. For more information refer to the Towson website at: http://www.towson.edu/dss/

This course is in compliance with Towson University policies for students with disabilities. Students with disabilities are encouraged to register with Disability Support Services (DSS), 7720 York Road, Suite 232, 410-704-2638 (Voice) or 410-704-4423 (TDD). Students who suspect that they have a disability but do not have documentation are encouraged to contact DSS for advice on how to obtain appropriate evaluation. A memo from DSS authorizing your accommodation is needed before any accommodation can be made.

Emergency Statement
In the event of a University-wide emergency course requirements, classes, deadlines, and grading schemes are subject to changes that may include alternative delivery methods, alternative methods of interaction with the instructor, class materials, and/or classmates, a revised attendance policy, and a revised semester calendar and/or grading scheme. In the case of a University-wide emergency, please refer to the Towson University website for information and updates (www.towson.edu).

H1N1 Influenza Policy Statement
Students should not attend classes or other university events from the onset of flu-like symptoms until at least 24 hours after the fever subsides without the use of fever reducing medications. Such absences will be considered excused absences; however, students are responsible for the material covered during the period of their absence.

Title IX Policy
Towson University (TU) is committed to ensuring a safe, productive learning environment on our campus that does not tolerate sexual misconduct, including harassment, stalking, sexual assault, sexual exploitation, or intimate partner violence [Policy 06.01.60]. It is important for you to know that there are resources available if you or someone you know needs assistance. You may speak to a member of university administration, faculty, or staff, but keep in mind that they have an obligation to report the incident to the Title IX Coordinator. It is a goal that you feel able to share information related to your life experiences in classroom discussions and in one-on-one meetings. However, it is required to share information with the Title IX Coordinator regarding disclosures, but know that the information will be kept private to the greatest extent possible. If you want to speak to someone who is permitted to keep your disclosure confidential, please seek assistance from the TU Counseling Center 410–704–2512 to schedule an appointment, and locally within the community at TurnAround, Inc., 443–279–0379 (24-hour hotline) or 410–377–8111 to schedule an appointment.

For more information, please consult TU policies at http://towson.edu/titleix

EMF ID Cards
EMF IDs may be obtained in the equipment cage (MC 007) by presenting a valid Towson photo ID (your OneCard), passing a written policy test, and presenting proof of production class enrollment. Students must present their valid EMF ID Card each time they check out equipment or use EMF facilities. No other ID will be accepted. NO EXCEPTIONS!

The ID card is good for the duration of the student’s time at Towson University but will need to be validated each semester by producing proof of production class enrollment. A semester sticker will be applied to the ID to show the student’s validation. Should violations of policy occur, students are required to surrender their EMF ID upon request by ML Supervisor, ML Assistant Supervisor, or ML staff. Please see “Media Labs Handbook” found here: http://towson.edu/emf/docs/handbook.pdf for complete details.

Repeating the Course
Students may not attempt this course for a third time without prior permission from the Academic Standards Committee. See the Towson University policy on “Repeating Courses” in the current Undergraduate Catalog for further explanation.