VOICE: MOTION-BASED NARRATIVE

COURSE: DD 284 – Video and Animation (3 credits)
PROGRAM: Digital Design/School of Art + Design
LOCATION: Second-year/spring term (undergraduate)
INSTRUCTORS: Augustus Wendell and Polina Zaitseva

DESCRIPTION: This course explores concepts of linear, motion-based two-dimensional media and includes motion graphics, live action filming, particle systems, digital video editing and digital video compression. Projects include the design and production of multiple projects addressing both technical and creative decision making. Overall, the semester focuses on narrative design and the craft of motion-based media.

PROJECT: The fourth and final project of the semester is a three and one-half week original animation or film. Each student is required to design, pitch, develop, and present a story through film or animation. Students choose the medium of production after a semester of analog, live action and digital animation assignments. Project-specific objectives include (1) providing students an opportunity to apply the semester of narrative studies into an original story; (2) selecting, planning and executing a high-resolution film or animation production; and (3) provide students the opportunity to develop a personal voice, vision and style in the field of time based narrative. Applications used for 3D modeling include *Blender*, *Autodesk 3DS Max*, and *Autodesk Maya*. 2D graphics for animations are created with *Corel Painter*, *Corel PaintShop Pro*, and *Adobe Photoshop*. Compositing and non-linear editing of all work is accomplished with *Adobe Premiere*, *Adobe After Effects,* and *Adobe Audition*. (Images shown are screen captures from animation.)

REQUIREMENTS: Students are required to create an original story and then submit a 60-90 second original film or animation mastered at 1280 x 720px 24 FPS 1.0PAR H264 Codec. The animation is required to have a custom slate countdown. Students are required to have a properly licensed or royalty free soundtrack.

OBJECTIVES: (1) Gain perspective and understanding about important milestones in motion-based art and design; (2) Provide opportunities to explore post production techniques and application pipelines; (3) Provide opportunities to explore basic storytelling design principles using motion media; (4) Provide an introduction to motion based computer graphics and an opportunity to learn, practice, and become familiar and relatively proficient with editing and compositing applications; (5) Provide exposure to a reflective and iterative design process; (6) Provide exposure to criteria used in creating and evaluating two and three-dimensional motion compositions; (7) Develop a sense of quality of craft that is motion media specific; (8) Develop the ability to clearly plan, document and present a motion project.

RESOURCES: Students have access to *Pluralsight* tutorials about software applications from the lab. Students have 24/7 access to the Animation Lab that contains Lenovo P710 dual Xeon workstations with NVIDIA Quadro P5000 cards, 256GB RAM and Windows 10 Professional.