Media Production Program
The Media Production Program prepares students for production-focused jobs in film, television and new media. Students develop expertise in shooting, editing and visual storytelling using state of the art equipment while working with faculty who are active visual artists in their field.

MEDA 4390-002
After Effects
Spring 2019
Tuesday 9:30AM ~ 12:15PM
BH 235

Instructor: Daewon Kim
Office: Bay Hall 222A
Office Hours: Mon 3:30PM~5:30PM, Wed 9:00AM~1:00PM, Thu 10:00AM~12:00PM
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TEXT: Adobe After Effects CC Classroom in a Book (2018 release) by Adobe Creative Team
ISBN-10: 0134853253

SPECIAL REQUIREMENTS:
- Work in the Editing Lab OUTSIDE of class time is required to be successful in this class!
- External Hard Drive

COURSE DESCRIPTION:
Conceptualization and execution of digital media projects using visual effects, motion graphics and composition through the creation of video, animation, special effects and more using Adobe’s After Effects postproduction software.

PREREQUISITES:
MEDA 3315

STUDENT LEARNING OUTCOMES:
Upon successful completion of this course, students will be expected to:
- Create a Text, Logo and Puppet animation in After Effects
- Create a story with animated still images and sound design
- Analyze complex visual effects in movies
- Create workflows for the Creation of Basic Visual Effects
STATEMENT ON INCLUSIVITY, DIVERSITY AND TOLERANCE:
The spirit of inclusivity, diversity and tolerance is central to the ethos of the Media Production emphasis. No student will be denied positions of leadership based on race, gender, sexual orientation or intellectual perspective. Students will be chosen for positions of leadership on media projects based on an observed track record of excellence with consideration given to their expressed areas of interest.

As a fine arts emphasis, freedom of expression is a central tenant of our program. Therefore, no idea constructively advanced within the dictated structure of the classroom will be suppressed. All forms of creative expression, formally advanced, will be subject to the rigorous criticism central to the foundations of the fine arts tradition.

As an emphasis grounded in exploring the human condition, difficult, challenging and controversial subject matter will be explored in the classroom. Our work as artists and critical thinkers challenges us to face such difficult material with the greatest respect for divergent perspectives and to judge the merits of such subject matter through rational and civil discourse. The Media Production emphasis is committed to intellectual freedom and an environment of engagement that allows all students to contribute to this discourse in a constructive environment that fosters our evolution as media artists and critical thinkers.

EVALUATION AND FEEDBACK IN MEDIA PRODUCTION COURSES:
The Media Production Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hear multiple perspectives during criticism, and participate in the critical analysis of peer work. Each student’s work will be screened in a group setting and feedback will be offered by the Professor and by peers. This formal critique represents the feedback students will receive on projects. Students are free to schedule a time during office hours to view projects again with the professor if they feel further discussion is needed. Final grade evaluation will be determined by the Professor on creative projects using the standard Media Production Rubric.

ALL ASSIGNMENTS MUST BE TURNED IN ON THE ASSIGNED DATE:
No late assignments will be accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (w/documentation). No incompletes will be given for this course.

ACADEMIC INTEGRITY/PLAGIARISM:
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in an F.
ATTENDANCE POLICY:
Strict attendance is required. There are no “excused” absences other than medical emergencies for which a physician’s care is required and that can be documented in writing or validated by the University Health Center. Such documentation or validation must be at the student’s initiative. All documentation must be submitted within one week (seven days) after you return to class.

After the second (2nd) unexcused absence (excluding documented, medical emergencies as just noted), the course grade will be reduced by 5 points (on a 100-point scale) for each absence. After the fifth (5th) unexcused absence, the student will be given a failing grade in the course. Tardiness or early departure from the class will be considered an absence unless the instructor has been informed and has approved, in writing, of mitigating circumstances.

Failure to attend class during the screening of your work will result in a zero on that assignment. This includes the final exam.

CLASSROOM/PROFESSIONAL BEHAVIOR:
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

DISABILITIES ACCOMMODATIONS
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.
If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

ACADEMIC ADVISING:
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.
DROPPING A CLASS
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

GRADE APPEALS
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

GRADING:
30% After Effects Lessons (1-15)
10% Exercise 1: Kinetic Typography Animation
10% Exercise 2: Puppet Animation
15% Exercise 3: Motion Graphic with Poster
15% Exercise 4: Images to Frame (Using Storybook or Pictures)
20% Final Exam (Exercise 5): VFX project with found footage or own footage

GRADING SCALE:
100 – 90 = A
89.99 – 80 = B
79.99 – 70 = C
69.99 – 60 = D
59.99 – 0 = F
TOPICAL OUTLINE:

January 15th
Class Introduction, Review Syllabus
Lesson 1: Getting to Know the Workflow
Lesson 2: Cratering a Basic Animation Using Effects and Presets
Lesson 15: Rendering and outputting
Assignment --- Get a Textbook, Lesson 1, 2 and 15

January 22nd
Adobe Lesson 3: Animation Text
Adobe Lesson 4: Working with Shape Layers
Assignment --- Exercise 1: Kinetic Typography Animation, Lesson 3 and 4
Due --- Lesson 1, 2 and 15

January 29th
Lesson 5: Animating A Multimedia Presentation
Lesson 6: Animating Layers
Assignment --- Lesson 5 and 6
Due --- Lesson 3 and 4

February 5th
Screening Exercise 1: Kinetic Typography Animation
Dynamic link (Between Premiere pro and After Effects)
Lesson 7: Working with Mask
Assignment --- Lesson 7
Due --- Exercise 1, Lesson 5 and 6

February 12th
Basic Photoshop skills for Animation
Lesson 8: Distorting Objects with the puppet Tools
Assignment --- Exercise 2: Puppet Animation, Lesson 8
Due --- Lesson 7

February 19th
Lesson 11: Creating Motion Graphic Templates
In-class lab for Exercise 2
Assignment --- Lesson 11
Due --- Lesson 8

February 26th
Screening Exercise 2: Puppet Animation
Lesson 12: Using 3D Features
Assignment --- Lesson 12
Due --- Exercise 2, Lesson 11
March 5th
Lesson 9: Using Roto Brush Tool
Assignment --- Exercise 3: Motion Graphic with Poster, Lesson 9
Due --- Lesson 12

March 12th
Spring Break – No class

March 19th
Screening Exercise 3: Motion Graphic with Poster
Lesson 10: Performing Color Correction
Assignment --- Lesson 10
Due --- Exercise 3, Lesson 9

March 26th
Lesson 13: Working with the 3D Camera Tracker
Assignment --- Exercise 4: Images to Frame, Lesson 13
Due --- Lesson 10

April 2nd
Lesson 14: Advanced Editing Techniques
Assignment --- Lesson 14
Due --- Lesson 13

April 9th
In-Class Lab day for Exercise 4 (Individual Meeting)
Due --- Lesson 14

April 16th
Screening Exercise 4: Images to Frame
Assignment --- Exercise 5: VFX Project
Due --- Exercise 4

April 23rd
In-Class Lab day for Exercise 5 (Individual Meeting)

April 30th
In-Class Lab day for Exercise 5 (Individual Meeting)

Final Exam
Screening Exercise 5: VFX Project
Due --- Exercise 5
Things To Get Involved In!

Like the Facebook Page: www.facebook.com/tamucc.mediaproduction/

South Texas Cinémathèque Screening Series
South Texas Cinémathèque, a collaborative screening series run by The Department of Communication and Media and the Art Museum of South Texas, is designed to broaden Media students’ exposure to independent film by bringing internationally recognized filmmakers to Corpus Christi, Texas for discussions, screenings and lectures. South Texas Cinémathèque’s past guests are recipients of some of the most prestigious awards given in independent film. The series gives students rare opportunities to interact with internationally recognized film artists while broadening their understanding of the filmmaking process.

Student Showcase
Each year the Production Track Student Showcase offers students an opportunity to screen their coursework to live audiences in a theatrical environment. Selective inclusion in the showcase provides students with networking opportunities and serves as a portfolio-building event.

Media Professional Program
The Media Professional Program gives Production Track Students diverse learning opportunities while working with active industry professionals on faculty led film projects. Students train with production experts in intensive shooting environments while serving in key crew positions such as Assistant Camera Operator, Production Sound Mixer, Script Supervisor, Assistant Director, Production Assistant and more.

Annual Portfolio Reviews
Intensive annual portfolio reviews are held each spring as part of a formal mentorship initiative overseen by Media Production Faculty. Spanning several days, these reviews allow students to meet one on one with faculty to discuss creative work, career objectives, matriculation, and involvement in other Media Production program initiatives.
MEDIA PRODUCTION EQUIPMENT AND FILE POLICIES

EQUIPMENT RETURN:
Equipment must be turned in organized to the same standards as when you received it. For Every incident of disorganized gear you will lose 5 points (on a 100 point scale) off the assignment for which the gear was drawn. Equipment not returned upon the arranged time will result in a failing grade for the associated assignment.

EXPORT STANDARDS:
All projects turned in must be shot at a 24P frame rate and exported as an H.264 HD 1080P File.

UPLOAD STANDARDS AND FILE NAMING CONVENTIONS
Files should be names as follows:
Use YOUR last name and the project name. Smith_Exercise#