

# **ADVANCED COMPUTER APPLICATION IN THE GRAPHIC ARTS / ARTS 4370** *Leila Yarian*

## **SYLLABUS**

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### **INFORMATION**

Instructor: Leila Yarian, Assistant Professor Graphic Design  
Office Location: Carr EFA 240  
Office Hours: Monday 4:00 p.m. to 7:00 p.m. and Friday 8:00 a.m. to 10 a.m.  
Office Phone: (325) 486-6678  
Email: lyarian@angelo.edu

***Please feel free to contact me through email or make an appointment to see me.***

### **CLASS INFORMATION**

Credit hours: 3.0  
Meeting times: Thursday 12:30 p.m. till 3:15 p.m.  
Meeting location: Carr 202 Mac Lab

### **SYLLABUS CHANGE POLICY**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **RECOMMENDED TEXT BOOKS**

1. Motion Graphic Design, Applied History and Aesthetics by Jon Krasner ISBN: 978-0-240-80989-2, Publisher: Focal Press
2. Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics by Liz Blazer ISBN-13: 978-0134133652; Publisher: Peachpit Press
3. Design for Motion: Fundamentals and Techniques of Motion Design by Austin Shaw ISBN-13: 978-1138812093, Publisher: Focal Press

### **COURSE SUMMARY**

This course focuses on the individual creative solutions derived from the use of computer imaging. It is a basic introduction to the motion graphics planning and production process and the principles of animation using Adobe After Effects.

### **COURSE DESCRIPTION**

This course (Intro to Motion Graphics) is designed to build core knowledge and skills of the industry standard software After Effects, and expand the students understanding of time-based media as it relates to the principles of animation, typography, graphics, and visual communication. Students will cultivate a deeper understanding of the motion graphics industry through an exploration of the works of key figures, and develop collaborative strategies needed to succeed in the industry.

### **COURSE OBJECTIVES**

1. Examine the history of motion graphics.
2. Explorer and apply the principles of animation.
3. Develop and understanding animation as it relates to motion graphics.
4. Plan, organize, and create for all phases of the animation process.
5. Criticize and discuss all aspects of the animation process.
6. Conceptualizing and producing animated visual communications.
7. Devise strategies and timelines for managing collaborative projects.

### **COURSE STRUCTURE**

This class will be a combination of lab and lecture including exercises for software mastery, critiques, and projects.

## **ADVANCED COMPUTER APPLICATION IN THE GRAPHIC ARTS / ARTS 4370** *Leila Yarian* **SYLLABUS**

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Assignments in this course are designed to support the learning of the software while applying a creative process; however, students will also need a commitment to independent research and development of skills as needed to complete projects. Coursework will be rigorous and fast-paced, requiring significant out of class work to meet weekly deadlines.

Work must be completed by due date. Late work will be reduced by a letter grade each day it is late.

Late assignments will not be accepted unless you make prior arrangements with me before the due date. If you know you are going to be absent when work is due you may turn work in early and not receive a penalty.

### **CLASS POLICY**

Cell-phones, head-phones, beepers or other pda devices may not be turned on or used in class at any time. **YOU WILL BE ASKED ONCE TO PUT AWAY CELL PHONE, THE SECOND TIME YOU WILL BE ASKED TO LEAVE AND COUNTED AS ABSENT.**

### **SUPPLIES (NOT NECESSARY FOR FIRST CLASS)**

- 9x12 Sketch Pad
- Drawing Pencils
- Fine and broad tip markers for inking (optional)
- USB flash drive or USB external hard drive
- Adobe CC subscription
- Laptop/Desktop meeting minimum program requirements
- Access to a smartphone with camera
- Scanner (You can use the scanner in the lab)

### **ATTENDANCE**

Attendance is vital since a good deal of learning (involving concepts, skills, and interaction with other students) takes place in class. Students are expected to arrive on time, attend class regularly, and participate in all activities.

### **ABSENCES**

Excessive absences WILL be reported to administration and will affect your final grade.

If the student accumulates more than three (3) un-excused absences his/her grade will be reduced by a full letter grade, and continue to be reduced for each additional unexcused absence. The accumulation of more than seven (7) un-excused absences will result in failure from the class. In this regard, it is the student's responsibility to withdraw from class if they do not want to receive a failing grade.

Note: an excused absence will be granted only for documented health and family purposes.

This means you must provide "social documentation" such as an official doctor's note, a newspaper clipping, or official university letter etc. to be excused.)

### **Late Arrival or Early Departure**

- You will be marked absent if you are more than 15 minutes late or if you leave before class is dismissed.
- If you are tardy, it is your responsibility to inform the instructor after class so that the record can be updated.
- Three Late Arrivals = One Absence.

### **ASSIGNMENTS/GRADES**

**(Assignments and due dates are subject to change, and will be based on the progress, and needs of the class.)**

- Project 1: Reverse Storyboard/Animatic- Show and Tell 15%

## **ADVANCED COMPUTER APPLICATION IN THE GRAPHIC ARTS / ARTS 4370** *Leila Yarian* **SYLLABUS**

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- Project 2: Principles of Animation in Motion Graphic 15%
- Project 3: Logo Animation-End Tag/Logo resolve 15%
- Project 4: Kinetic Typography 15%
- Project 5: Defining a Decade 15%
- Participation 15%
- Peer Critique Group Rubrics 10%

### **GRADING SCALE**

- A** 90 to 100 points: Excellent (superior effort and results above and beyond)
- B** 80 to 89 points: Good (significant effort and hard work)
- C** 70 to 79 points: Average (minimal class requirements met)
- D** 60 to 69 points: Below Average (below class average expectations)
- F** 50 to 59 points: Poor (inferior work and attitude)

### **GRADE DETERMINATION**

Your final grade will be based on an average of all assignments, attendance, and a participation grade. The participation grade is based on: dedication to methodology application, conceptual thinking ability, daily class involvement and contributions to your classmates, as well as both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only—not in class. Note: Violations of class policy with respect to cell-phones, headphones, or other PDAs as well as unauthorized computer use in class will result in a one-point deduction from the current assignment.

### **HOLIDAY**

September 6th- Labor Day (Monday)  
November 24th- 28th Thanksgiving Holiday  
December 09th- Last day of class

### **WORDS TO-THE-WISE**

Show up, be committed in your work, and immerse yourself in the process. It's your show. DO NOT FALL BEHIND

### **LAB HYGIENE**

The lab will require constant work to keep it clean enough to use in a safe and effective manner. The projects and assignments must be removed when they are complete.

### **UNIVERSITY COURSE WITHDRAWAL POLICY**

The last day to drop a course or to totally withdraw from the University is Monday, November 22, 2021.

### **STUDENT HONOR CODE AND ACADEMIC INTEGRITY POLICY**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web version of the Student Handbook.

### **ART MAJOR/MINOR MEETINGS**

All art majors and minors are required to attend all the general Art Department meetings. Failure to attend these meetings will result in a deduction of 3.3 points for each missed meeting from the final grade of the course, or courses.

## **ADVANCED COMPUTER APPLICATION IN THE GRAPHIC ARTS / ARTS 4370** *Leila Yarian* **SYLLABUS**

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### **SPECIAL ACCOMMODATION**

Persons with disabilities which may warrant academic accommodations must contact the Student Life Oce, Room 112 University Center, in order to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so that appropriate arrangements can be made. For more information call: (325) 942-2191

Please remember: To receive special accommodation status students must register with the Associate Dean of Student Life. Furthermore, it is the responsibility of the student to report special accommodation needs to his/her instructor in a timely manner. The instructor is not required to anticipate the needs of students with disabilities.

### **TITLE IX AT ANGELO STATE UNIVERSITY:**

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D.

You may submit reports in the following manner:

**Online:** [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form)

**Face to Face:** Mayer Administration Building, Room 210

**Phone:** 325-942-2022

**E-Mail:** [michelle.boone@angelo.edu](mailto:michelle.boone@angelo.edu)

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).