

Palomar College – Graphic Communications

GCMW 101 – Multimedia I

Six hours lecture/laboratory (4 units)

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Office Hours: M 2:30 -5:30PM, TTh 5-6PM

Catalog Description

Introduction to multimedia authoring software combining text, graphics, sound, animation, video clips and user interface to produce effective visual presentations.

Student Learning Outcomes

Produce a multimedia presentation incorporating motion graphics or animation, with typography, sound, and special effects. Produce motion graphics that solve a problem by communicating the desired message, and output the completed project in the appropriate format.

Requirement or Elective for the Following Certificates and/or Degrees

Digital Video • Interactive Media Design - Emphasis in Multimedia Design • Interactive Web Multimedia and Audio • New Media Compositing, Authoring, and Distribution

Website

<http://www2.palomar.edu/users/mbealo/>

Follow the GCMW 101 link. The site contains the syllabus, a calendar detailing the content covered each week, and grading requirements. Supplemental material may be found on the page as well including lesson videos.

Required Reading

Apple Pro Training Series: Motion 5, by Mark Spencer.
Peachpit Press. ISBN: 978-0-321-77468-2.

Software

Motion, Final Cut X.

Required Supplies

Headphones - don't forget your headphones!!! Firewire, Thunderbolt, USB and/or thumb drives also help out. A big smile and a healthy dose of enthusiasm goes a long way as well.

Materials

The professor will provide instructions on how to gather and create images needed to complete projects. Instructor will also provide information on obtaining additional material that may be required.

Open Lab Access

Open lab hours are subject to change - check lab schedules for updates.

Course Objectives

Successful students will be able to do the following by the end of the course:

1. Set the play range, add object, apply behaviors and filters, generate a RAM preview and use a particle simulation.

2. Use generators, adjust parameters, create and edit gradients, and render a generated object.
3. Build a multi layered composite and work with filters and behaviors in the layers tab. Use, adjust, and create templates.
4. Build particles, refine the particle system and use parameter behaviors.
5. Work with and modify particle behaviors as well as use particle proxies.
6. Create keys and treat the edges of the alpha matte, create and animate garbage mattes. Use nonlinear editing techniques to assemble a video.
7. Use audio and markers and mix a soundtrack.
8. Manually keyframe and record keyframes.
9. Build text effects, adjust text parameters, animate text, create presets, apply text behaviors, and work with sequence behaviors.
10. Create titles, effects, and transitions to be used with a nonlinear editor.
11. Choose the proper codec, appropriate size, frame rate, and audio settings given the final output. Compress a movie for the web, mobile device or other medium.
12. Create a kinetic typography project that incorporates 3D cameras, lights, reflections and shadows.
13. Demonstrate your delight in the course and the GC department by entering the workforce and creating award winning works of motion graphic excellence that bring joy to the young and old alike and make this world a better place to live.

Outside Assignments

Students are expected to spend a **minimum of three hours per unit per week** in class and on outside assignments. Students are to read text, study lecture/lab notes, research and write required paper(s), and complete lab assignments. Keep notebook of all project storyboards, and finished videos.

Policies

1. Any student with a verified disability may be entitled to appropriate academic accommodations. Please contact Disabled Student Services for more information.
2. The GC Lab is available for your convenience in practicing and completing course assignments. Lab hours are posted.
3. Your classroom participation counts as part of your final grade. Because this course requires extensive hands-on application, attendance is imperative. If you choose to drop this class, it is your responsibility to do so, not the responsibility of the instructor. To drop the course use eServices otherwise, an F or FW will be recorded on your permanent record.
4. Students should be aware of Palomar's Student Rights and Responsibilities in the 2015-2016 Catalog. Please pay particular attention to the sections on Academic Integrity, Drugs and Alcohol Policy, Smoking Policy, Sexual Harassment Policy, Student Behavior Rules and Regulations, and the Student Conduct Code. [Also Class Schedule]
5. Meeting deadlines is critical. All projects must be properly completed and submitted by the assigned due date. If a project is turned in late, it is dropped a minimum of one full letter grade per week.

Evaluation

Evaluation for this course will consist of a series of projects, assignments, lessons and class participation. Assignments are evaluated on demonstration of concept assigned, use of media, handling of techniques, and completion by due date. These include but are not limited to the following:

1. **Learning Outcome:** Select appropriate tools and functions of Motion to design and create a motion graphic template.

Project requires an understanding of Chapters 1-7 from the text.

Custom Template: Use of proper techniques to create an original template designed to be customized for future projects. This may be a lower 3rd, title sequence, credits, business graphics, dvd menu, or the like. Project dimensions will depend on desired output: SD, HD, web multimedia, Ultra HD 4k, etc.

Grading - Custom Template (200 pts. total)

Use at least two blend modes: 10 pts. (5 ea.)

Must have text and at least 2 drop zones: 20 pts. (5 ea.)

Apply and manipulate a simulation and a parameter behavior in addition to at least 2 other behaviors (points only for behaviors other than Throw and Fade): 40 pts. (5 ea.)

Use at least 2 clones: 10 pts.

Apply at least 2 masks: 10 pts. (5 ea.)

Apply and manipulate at least 2 generators: 10 pts. max (5 ea. - each must contain generators)

At least one generator must use a custom gradient (used to manipulate the look of the generator - p. 161): 10 pts.

Must use multiple (4 or more) filters: 20 pts. (5 ea.)

At least one manipulated particle emitter: 15 pts.

At least one manipulated replicator: 15 pts.

At least one animated paint stroke: 10 pts.

At least one sequence text behavior: 10 pts.

Include Project file, linked files, and correct size .mov: 10 pts.

At least two imported objects: 10 pts. (5 ea.)

Lack of aesthetics and design will receive up to -20 pts. off.

2. **Learning Outcome:** Work as a team to write and develop a short script that incorporates green screen backgrounds that have been accurately removed to composite with other images, motion graphics, visual effects and video to effectively communicate the story.

Project requires an understanding of Chapters 8, 9 and 10 from the text.

Greenscreen Composite: Script, storyboard, shoot, and composite a greenscreen project using keying, mattes, tracking and nonlinear editing techniques. Project dimensions will be 1080p 23.98fps HD.

Grading - Green Screen (150 pts. possible)

Effectively participate and work with a team: 20 pts.

Keyframed Speed Changes: 20 pts.

Behavior based Speed Change: 10 pts.

Optical Flow: 10 pts.

Time Filter: 10 pts.

Use animated masks to knock out parts of the digital video: 20 pts.

Correctly use key tools to create a high quality matte: 20 pts.

Accurately use Tracking to match movement of Green Screen shots to background elements: 20 pts.

Color Correct the green screen shots to match the scene: 20 pts.

Lack of aesthetics and design will receive up to -15 pts. off.

3. **Learning Outcome:** Incorporate motion graphics techniques and effective design to produce smart templates for use in Final Cut Pro X projects.

Project requires an understanding of Chapters 11 and 12 from the text.

Publishing Smart Templates to Final Cut Pro X: Incorporate motion graphics techniques and effective design to produce smart templates for use in Final Cut Pro X projects..

Grading - FCPX Publishing and Rigging (150 pts. possible)

At least one must use Build In and Build Out Markers: 6 pts.

At least one must Rigg a Checkbox Widget: 8 pts.

At least one must Rigg a Pop-Up Widget: 8 pts.

At least one must Rigg a Slider Widget: 8 pts.

Create, Rig, and Publish a Final Cut Effect: 20 pts.

Create, Rig, and Publish a Final Cut Transition: 20 pts.

Create, Rig, and Publish a Final Cut Title: 20 pts.

Export a mov of each Smart Template (4 total): 20 pts. (5 pts. ea.)

Save and turn in a .motn version of each with the "finished" look, not the template look: 20 pts. (5 pts. ea.)

Save and turn in a Smart Template version of each with the template look [might have to copy the folder and files from ~/Movies/Motion Templates or wherever the correct folder is on your particular computer]: 20 pts. (5 ea.)

Lack of aesthetics and design will receive up to -15 pts. off.

4. **Kinetic Typography.** Incorporate motion graphics, type, animated cameras, speed changes and effective interface design to produce kinetic typeography that clearly tells a story.

Project requires an understanding of Chapters 13 and 14 from the text.

Grading - Kinetic Typography (150 pts. possible)

At least 3 animated cameras: 30 pts.

Use Depth of Field changes to shift focus: 10 pts.

Use Reflections: 10 pts.

Use at least 3 lights: 10 pts.

Shadows: 10 pts.

Filters: 10 pts.

Emitter: 10 pts.

Export a Full Quality 1080p version, and a web version: 30 pts.

Design and layout: 30 pts.

Lack of aesthetics and design will receive up to -15 pts. off.

These projects will account for approximately 65% of your final grade, whereas classroom participation will account for 20%, and lessons 15%. Each project will reflect specific motion graphic techniques and may have special output properties. Details will be given defining the parameters of each project. The grading scale for the course is as follows:

90-100% = A 80-90% = B 70-80% = C 60-70% = D < 60% = F

Important Dates

All outstanding fees must be paid within 10 days of registration to avoid being dropped from classes. If you need \$\$ for college, apply for a BOGW fee waiver. If students are not sure about their fee balances, they can check them through eServices at www.palomar.edu.

Last day to qualify for a refund for Spring Semester classes	Sunday, January 31
Last day to add or register for Spring classes	Sunday, January 31
Last day to drop with no notation on record	Sunday, January 31
Last day to apply for May 2016 graduation	Friday, February 28
Last day to drop with a "W" on record	Saturday, March 14
Final Project Due	See Final Exam Schedule in Class Schedule or Check Class Calendar

Excerpts from Palomar's Educational Philosophy

from the 2000-2001 Catalog, p. 13

The educational philosophy of Palomar College is based upon belief in the value of the individual and belief in the individual's potential for intellectual, ethical, personal, and social growth. Only through growth in these areas can a citizen come to understand personal rights...

Excerpt From Teaching to Learning – A New Paradigm for Undergraduate Education

By Robert B. Barr and John Tagg

In the Learning Paradigm... a college's purpose is not to transfer knowledge but to create environments and experiences that bring students to discover and construct knowledge for themselves, to make students members of communities of learners that make discoveries and solve problems. The college aims, in fact, to create a series of ever more powerful learning environments...

Selected Excerpts from Student Code of Conduct

II. Standards of conduct. Here is a list of examples of conduct inappropriate and unacceptable for which students should expect to be held accountable.

- A. Students are expected to avoid any type of dishonesty, including, but not limited to cheating, plagiarism, forgery, fabrication or counterfeiting documents, furnishing false information to the College, alteration or misuse of college documents or records, duplication of assignments, or aiding another in an act of dishonesty. As noted in the Statement of Academic Integrity, honesty is of utmost importance in all endeavors related to the College. A detailed discussion of academic dishonesty and related consequences are addressed in Section II.
- I. Continued disruptive behavior, profanity or vulgarity, or defiance of the authority of, or abuse of College personnel.
- L. Misuse of District computers, telephone, or telecommunications devices.

Also refer to : http://www.palomar.edu/studentactivities/statement_on_academic_integrity.htm

Final Note

The instructor reserves the right to make any needed and appropriate adjustments to this syllabus.