Digital Illustration and Animation

Mondays & Wednesdays 3:00–5:10pm
Instructor: Sauman Chu, Ph.D.
Associate Professor
246f McNeal Hall
624.9705 (Direct line)
schu@umn.edu

Office Hours Wednesdays 10:40-11:40 and by appointment

Course Description
This is an advanced computer design class which focuses on the integration of design knowledge with Macintosh computer applications. With the support of their understanding of design principles and strategies, students obtain experience using software to create 2D and 3D digital illustration and animations. Adobe Illustrator, After Effects, Flash, and Second Life will be covered. Previous experience with computer illustration is required. Course goals include: broadening students’ experience of the applications of interactive software; enhancing the integration of design knowledge with the use of the computer as a medium; and producing sophisticated and professional animation designs. A co-operative learning environment is encouraged.

Objectives
There are two types of learning objectives for students in this class.
Design objectives are:
• apply fundamental two-dimensional design principles and strategies in various projects
• demonstrate knowledge of color theories and understand color in the computer system
• demonstrate drawing skills on the computer, as well as knowledge of constructing two-dimensional compositions

Technology objectives are:
• learn advanced functions of software used for animation
• learn and expand technical knowledge of the computer
• explore and develop different illustration styles
• produce refined 2D and 3D animations for various audiences

Attendance
Attendance is absolutely essential and entirely your responsibility as are the consequences of your actions. Attendance for every class and staying for the entire class is required. The student is required to be on time for each class and is expected to work in class for the entire class period. If students arrive 30 minutes or more after class starts, it counts as an absence. Students with more than three absences will receive a reduction of two letter grades from their earned grade (i.e. an A becomes a C) and five absences will receive a F as the final grade.

Incomplete
There are no incompletes given in this class except for situations of extreme medical emergencies. An official letter from a physician must be submitted before an incomplete can be considered. Incompletes must be made up within the following semester, otherwise, an ‘F’ will be given.
University Grading Standards

A - achievement that is outstanding relative to the level necessary to meet course requirements.
B - achievement that is significantly above the level necessary to meet course requirements.
C - achievement that meets the course requirements in every respect.
D - achievement that is worthy of credit even though it fails to meet fully the course requirements.
S - achievement that is satisfactory, which is equivalent to a C- or better (achievement required for an S is at the discretion of the instructor but may be no lower than a C-).
F (or N) Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.
I (Incomplete) Assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, a student is prevented from completing the work of the course on time. Requires a written agreement between instructor and student.

Academic Dishonesty

Academic dishonesty in any portion of the academic work for a course shall be grounds for awarding a grade of F or N for the entire course.

Credits and Workload

For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full-semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom.

Disability Accommodations

Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor to work out the details for any accommodations. You will also need to work with the Office of Disabilities Services, 12 Johnston Hall.

Classroom Conduct

All activities in the University, including this course, are governed by the university of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled).

Academic Misconduct

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student’s own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging other’s work. Discovery of academic misconduct is grounds for an “F” or “N” for the course.

Harassment

The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are individuals and offices available for help.

Expectations of Students

• students are responsible for all class meetings and materials, including any information contained in the syllabus
• students are responsible for being on time and preparing for all class sessions
• students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures
• students are responsible for seeking help when needed
• students who need special accommodations are responsible for working with the instructor and the relevant University offices
• students may not make commercial use of their notes of lectures or University-provided materials without the express-written consent of the instructor
**Course Evaluation**  
Students will be required to complete all class assignments. Design work will be evaluated on concept, idea development, research, design process, class participation, execution, and drawing skills. (See the attached date-specific course outline and schedule). Final course grades will be distributed on a point/percentage system:

- Ten Flash animations
- 70 points
- Flash: Animation design/visual interpretation
- 100 points
- Ten After Effects animations
- 70 points
- After Effects: Animation design/product promotion
- 100 points
- Second Life group project
- 60 points

Grading: Out of the 400 possible points

- 94%/ 375 points and above = A
- 90%/360 points and above = A-
- 85%/340 points and above = B+
- 80%/320 points and above = B
- 77%/308 points and above = B-
- 73%/292 points and above = C+
- 70%/280 points and above = C
- 67%/268 points and above = C-
- 63%/252 points and above = D+
- 60%/240 points and above = D
- Below 240 points = F

*Please note: ALL assignments must be turned in to receive a final grade. One missing assignment will automatically result in an “F” as the final course grade.*

**Course Text**  
No textbook is required.

**Critiques**  
There will be regular critiques. You are required to attend whether or not your own work is ready for presentation. You are expected to critique your own work as well as the work of your peers. Critiques provide important ongoing feedback and support throughout the design process and help students refine their work and develop a constructive critical eye and increased vocabulary.

**Late Project Policy**  
The student is required to complete all class assignments, and present them on time. Projects, which are one class period late, will be marked down two grade point (i.e. a A becomes a C). After that time projects will not graded except for extraordinary circumstances. If you have a problem completing the work on schedule, please see your instructor about alternative means of meeting your course obligation. Should such arrangements be made, it does not release you from any of the assignments required by this course. You will be given as much class time as possible to work on your assignments with your instructor in class. Late work will not be accepted.
This course outline is tentative and subject to change depending on the progress of the class. Staying on track is essential to completing your projects. If your final projects are not completed as per final specifications, you will receive a lower grade.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Agenda</th>
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<tbody>
<tr>
<td>1</td>
<td>W 9.9</td>
<td>Introduction of course, go through syllabus. Discussion of assignment 1. Flash review.</td>
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<tr>
<td>2</td>
<td>M 9.14</td>
<td>Assignment 1: working session.</td>
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<td></td>
<td>W 9.16</td>
<td>Assignment 1: working session.</td>
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<tr>
<td>3</td>
<td>M 9.21</td>
<td>Assignment 1: working session.</td>
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<tr>
<td></td>
<td>W 9.23</td>
<td>Assignment 1: working session. Discussion of assignment 2</td>
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<tr>
<td>4</td>
<td>M 9.28</td>
<td>Assignment 1 due. Assignment 2 working session</td>
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<tr>
<td></td>
<td>W 9.30</td>
<td>Assignment 2: Rough stage due, critique. Final stage working session</td>
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<td>5</td>
<td>M 10.5</td>
<td>Working session: Assignment 2 final stage.</td>
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<td>W 10.7</td>
<td>Working session: Assignment 2 final stage.</td>
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<td>6</td>
<td>M 10.12</td>
<td>Working session: Assignment 2 final stage.</td>
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<td></td>
<td>W 10.14</td>
<td>Working session: Assignment 2 final stage.</td>
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<tr>
<td>7</td>
<td>M 10.19</td>
<td>After Effects demonstration. Discussion of assignment 3.</td>
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<td></td>
<td>W 10.21</td>
<td>Working session: Assignment 3.</td>
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<td></td>
<td>W 10.28</td>
<td>Working session: Assignment 3.</td>
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<tr>
<td>10</td>
<td>M 11.9</td>
<td>Assignment 4 rough stage working session.</td>
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<tr>
<td></td>
<td>W 11.11</td>
<td>Assignment 4 rough stage due. Critique. Working session: Assignment 4 final stage.</td>
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<tr>
<td>12</td>
<td>M 11.23</td>
<td>Working session: Assignment 4 final stage. Second life group project</td>
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<td></td>
<td>W 11.25</td>
<td>Working session: Assignment 4 final stage. Second life group project</td>
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<tr>
<td>13</td>
<td>M 11.30</td>
<td>Working session: Assignment 4 final stage. Second life group project</td>
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<td></td>
<td>W 12.2</td>
<td>Working session: Assignment 4 final stage. Second life group project</td>
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<tr>
<td>14</td>
<td>M 12.7</td>
<td>Working session: Assignment 4 final stage. Second life group project</td>
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<tr>
<td></td>
<td>W 12.9</td>
<td>Working session: Assignment 4 final stage. Second life group project</td>
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<tr>
<td>15</td>
<td>M 12.14</td>
<td>Working session: Assignment 4 final stage. Second life group project</td>
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<tr>
<td></td>
<td>W 12.16</td>
<td>Project 4 and 5 due.</td>
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Assignment One: Flash animations

Create 10 short timeline-based/ actionscript-based animations in Flash. Assuming each animation is designed for a particular website with specific audience in mind. For instance, a website for tennis events, a fashion magazine, an electronic product...etc.

Limitations
Images can be done in Illustrator, Photoshop or you can choose found images and combine it with your illustrations. You need to determine the size of each animation. Sound effect is required for each animation. A description is required for the purpose of each animation (just 1-2 sentences).

Design Process
There won't be formal critiques for this project. However, for the beginning of each working session, you will need to spend 20 minutes to look at your classmates' work (not necessary every one's work on the same day). You can offer suggestions as you like.

All ten animations are due on 9.28.

Grading Criteria:

(20) Design Concept
(10) Technical Skill/illustration skill
(5) Creative/Design Process
(25) Animation Competency
(10) Solution to the problem
Assignment Two: Flash Animation

Create a 20-second (or more) animation in Flash for one of the following themes:
1) stages of life
2) change of seasons

Limitations
Drawings can be done in Flash, Illustrator, or Photoshop. Scanning pictures is not allowed. No limitations are set concerning choice of color. Size of the frame is 480 pixels X 640 pixels or smaller. The animation needs to demonstrate continuous actions or movements. A background is required and has to be included for each frame, you can apply the same background for each frame. Sound/music must be included.

Design Process
Rough Stage: Create two rough story boards (8-10 frames) in illustrator to show the series of illustrations (just outline is fine). Place the illustrations in Flash. Due 9.30.

Final stage: The best design solution is selected from the rough stage drawings. The animation must then be redefined and finalized in full size and color. Due 10.26.

Grading Criteria:

(20) Design Concept
(15) Technical Skill
(10) Creative/Design Process
(40) Animation Competency
(15) Solution to the problem
Assignment Three: After Effects animations

Create 10 short animations in After Effects. Similar to assignment one, assuming each animation is designed for specific audience in mind. For instance, a toy product for a TV commercial or a website.

Limitations Images can be done in Illustrator, Photoshop or you can choose found images and combine it with your illustrations. You need to determine the size of each animation. Sound effect is required for each animation. A description is required for the purpose of each animation (just 1-2 sentences).

Design Process There won't be formal critiques for this project. However, for the beginning of each working session, you will need to spend 20 minutes to look at your classmates' work (not necessary every one's work on the same day). You can offer suggestions as you like.

All ten animations are due on 11.16.

Grading Criteria:

(20) Design Concept
(10) Technical Skill/Illustration skill
(5) Creative/Design Process
(25) Animation Competency
(10) Solution to the problem
Assignment Four: Promotion Design

Design a 16-second animation in After Effects that promotes one of the following products (if you have other idea, please discuss it with me):
- a cell phone
- a lap-top computer
- a cosmetic product
- a toy

Limitations
Images can be done in Illustrator, Photoshop or you can choose found images and combine it with your illustrations. Scanning pictures is allowed. The animation needs to demonstrate continuous actions or movements. Sound effect must also be included (a song or music).

Design Process

Rough Stage: Create two different story boards to show the series of animation (just outline). All ideas must be drawn in Photoshop or Illustrator and placed in After Effects in order to show the animation. Again, there is no need to get into detailed, sketches of idea is enough. Due 11.11.

Final stage: The one best design solution is selected from the rough stage ideas. The animation will then be redefined and finalized in full size and color. Due 12.16.

Grading Criteria:

(20) Design Concept
(15) Technical Skill
(10) Creative/Design Process
(40) Animation Competency
(15) Solution to the problem
Assignment Five: Second Life group project

Design an outdoor or indoor gathering area in Second Life. The area should have a particular purpose or function. For example, a library space for children, an outdoor barbecue area in a park. You will be grouped in a group of 4-5 classmates to complete the project. Each of you will need to create a SL account (it's free) and use an avatar to represent yourself.

Limitations

All images need to be created in SL. Please don't "purchase" any existing objects available in SL.

Design Process

There won't be formal critiques for this project. However, for the beginning of each working session, you will need to spend 20 minutes to look at other groups' work. You can offer suggestions as you like.

Due 12. 16.

Grading Criteria:

(10) Design Concept
(30) Technical Skill/Illustration
(10) group cooperation
(10) Solution to the problem