San José State University  
Design Department: Animation/Illustration  
23743 ANI 50, Section 1, Spring 2014

Instructor: Elizabeth Briggs  
Office Location: Art & Design Bldg. Rm 217  
Telephone: (408) 924-4392  
Email: Elizabeth.Briggs@sjsu.edu  
Office Hours: M/W 11:30 am -12:00 pm  
Class Days/Time: M/W 12:30-3:20 pm  
Classroom: Art & Design Bldg. Rm 218

Course Description
Visual Principles for Animation/Illustration focuses on examining and developing the technical and intuitive skills artists use to visually and psychologically manipulate and control their audience for communicative effect. Additionally, the class will introduce prospective Animation/Illustration majors to the rigorous demands of the major.

Class time will be devoted to frequent lectures, individual and group projects, critiques, demonstrations of relevant visual principles, and supervised work on class projects. While homework will be continually assigned in small amounts to coincide with classroom lectures, the bulk of the class homework will consist of three continual assignments that must be completed DAILY.

Strong drawing and painting skills are not as essential for class success as astute visual sensitivity, but all students must display TREMENDOUS self-discipline to do well. It is not expected that students will possess equal skill levels or equal levels of self-discipline upon entering the class, however students whose skills are weak entering the class will be expected to work harder than their peers to achieve comparable grades. Emphasis will be placed on executing the assignments PRECISELY as described, with a high degree of competence and accuracy.
Course Goals and Student Learning Objectives

On successful completion of this course students shall be able to:

- Have an understanding of all aspects of composition, typography and page layout
- Have a basic knowledge of over 110 artists/illustrators
- Have a strengthened and improved sketch discipline
- Have a working command and functional skills using Adobe Illustrator, InDesign, and Photoshop

Required Texts/Readings

Textbook

None

Other equipment / material requirements (optional)

Estimated cost of materials will vary WIDELY—depending on whether a student has already purchased or has access to the necessary electronic equipment and software. Beyond the required laptop computer, software, printer, camera, scanner, & printing supplies, supplies should run less than $200. See separate sheet given out on the first day of class.

Library Liaison (Optional)

The Library Liaison for Animation is Rebecca Kohn. She can be reached via e-mail at rebecca.kohn@sjsu.edu or by telephone at (408)808-2007. Her office is located on the 4th floor of King Library, and she encourages students to contact her with research questions.

Library Resources specific to animation are available online at http://libguides.sjsu.edu/animation

All of the University Library Resources can be accessed at http://libguides.sjsu.edu/a-z

Classroom Protocol

1. Be on time. Late arrivals disrupt the class.
2. Turn off your cell phone.
3. Private conversations during lectures and class discussions are not permitted.
4. No aromatic foods are allowed in any of the classrooms.
5. Classes are crowded. Please be attentive to your personal hygiene.
6. Fill the front seats first.
7. No headphones during class. This means no personal stereos/MP3 players or Ipods.
8. No checking email or using laptops for any activity not related to the class.
9. No spray mount or fixative spraying in the class.
10. Use the trashcans in the rooms, hallways, and restrooms.
11. Do not dump toxic wastes in restroom sinks. Use the recycling drums upstairs.
12. Clean the sinks if you use them for your project clean ups. Do not discard paper towels on the floor.
13. Do not use the tabletops as a cutting surface.
14. Do not leave valuable items unattended.
15. Do not leave the classroom without cleaning your area.

**Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/iatedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

**Assignments and Grading Policy**

A student’s grade is largely determined by their professional attitude, their conduct, and their ability to follow instructions accurately and meet their deadlines. Above all, students are graded on the intelligence they demonstrate while they pursue, question, attempt, evaluate, struggle, succeed and/or fail at their assignments. Missing assignments, not completing work, failure to participate, or not turning in assignments (in the proper format) on due dates almost guarantees a failing, or extremely low grade. Components of a student’s grade will include graded projects and non-graded assignments during the semester, class participation, and most importantly the sketchbook & final journal. If the student fails to complete and submit a final journal on time a failing grade will be given. Grades may be discussed privately at any time with the instructor.

Important: Your grades in this class should be viewed not only as an evaluation of a particular project, but also as an evaluation of the quality of your work and how it measures up to a professional standard. If you’re receiving “A’s” on assignments, this means I believe you’re working in a manner that will give you a high probability of success as a professional. If you’re receiving “C’s” from me, it means I believe you are working in a manner that will not allow you to attain professional standing. At this educational level you ARE NOT EXPECTED to produce professional-level work. However, you ARE EXPECTED TO WORK WITH A PROFESSIONAL LEVEL OF EFFORT. If you want a higher grade, increase your level of effort.

There are no make-up assignments. Late assignments will only be accepted if previous arrangements have been made with the instructor at least two days before the assignment
is due. Emails immediately prior to class do not constitute a previous arrangement. Treat it as you would a professional assignment. Deadlines can be adjusted without hurting your professional reputation; but only if the illustrator has demonstrated good faith, and has given his client generous notice. Anything less is professional suicide. Regardless, late assignments, even if accepted as above, will be given a lower grade.

**University Policies**

**Academic integrity**

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University’s Academic Integrity policy](http://www.sjsu.edu/senate/S07-2.htm), requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sa.sjsu.edu/judicial_affairs/index.html) is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy S07-2 requires approval of instructors.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.
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Schedule is subject to change with fair notice and the notice will be made available during scheduled classes.

Table 1 Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Lesson #1 Your Visual Toolbox Part A. In-Class: Draw Your Shoe, Questionnaire Critique: Shoe drawings. Assignment: 5 Sketchbook entries, bring scissors, join Yahoo groups.</td>
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<tr>
<td>7</td>
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<td>Lesson #9 Unity Part 1 (The Grid) In-Class: Masterwork Olympic</td>
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<td>9</td>
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<td>Lesson #14 Typography Classification. In-Class: Demo Intro InDesign, Copyfitting exercise. Critique: Evocative Type Assignment (breath, dream, move). Assignment: Find 3 excellent example of type usage, Copy Fitting exercise. Lesson #15 Type Summary, Lesson #16 Type in Film &amp; Animation. In-Class: Type Quiz, Show film title sequences. Critique: Review excellent examples of type small groups &gt; pick 3 examples to share. Assignment: Produce roughs for &quot;Animated by...&quot; assignment</td>
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<tr>
<td>11</td>
<td></td>
<td>Lesson #18 Layout. In-Class: Demo of InDesign Master Pages. Trace over layouts with tracing paper to diagram &amp; discover the grids. Assignment: Create a journal layout with content (pictures, type) scan pictures. Lesson: Demo InDesign Master Pages demo again. Discuss printer test w/examples. In-Class: Work on Layouts. Individual help with InDesign and Layout development. Assignment: Work on all Master Page Layouts, print out to view.</td>
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<td>Week</td>
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<td>15</td>
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<td>All Week Lesson: InDesign Table of Contents, Artist List, &amp; Packager. Print and prepare final journal project. In-Class &amp; Critique: Chapter dividers, cover, table of contents &amp; artist lists.</td>
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<td>16</td>
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<td>Lesson: Final Journal Project Due with Sketchbooks. Hand in project.</td>
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<tr>
<td>Final Exam</td>
<td></td>
<td>Room 218. Time TBD according to schedule.</td>
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