

Art 105 ~ Advanced Digital Video (pandemic edition)

Department of Art & Art History San José State University
Fall 2020

Instructor:	David Bayus
Class Days/Time:	Monday/ Wednesday 12:00pm – 2:50pm
Classroom:	Zoom links will be sent an hour before class starts.
Email:	david.bayus@sjsu.edu
Office Location:	david.bayus@sjsu.edu
Office Phone:	(email is preferred contact)
Office Hours:	Tues, Thurs, Fri 10am – Noon Email david.bayus@sjsu.edu and you'll be given a Zoom link.
Department Office Location:	Art 116
Department Website/ Email:	http://www.sjsu.edu/art/ art@sjsu.edu

Important dates:

DMA BFA Orientation

Friday, August 28th at noon. Mandatory for new students and highly recommended for returning DMA students. (keep an eye out for an email with more info)

Topic: DMA Mentorship Info Session

A new initiative spearheaded by DMA students Lauren Chun & Anthony Sorky to pair students newer to SJSU with students nearing the end of their DMA degree to work on creative projects. If you are interested in becoming a Mentor & Mentee, please attend the information session!

- Time: Aug 27, 2020 07:30 PM
- Join from PC, Mac, Linux, iOS or Android: <https://sjsu.zoom.us/j/97632282832?pwd=aDRqWmpoT2ppZFFyZ1pKQTAYVUt4QT09>
- Password: 387310

Course Description

In these strange and isolating times, we turn inward into our devices. Videos, livestreams, and photo feeds act as a communal prosthetic for our physical social selves.

We create digital content every day, but how do we gain a deeper sense of aesthetic control and conceptual meaning over this medium that permeates every aspect of our lives?

This class will utilize common technology (smart phones, web cams, etc) along with industry standard software to explore and expand our understanding of the wide ranging visual landscape of contemporary new media work and its practices.

Advanced Digital Video (pandemic edition) is a series of online workshop intensives focused on the technical, aesthetic, and conceptual uses of digital video as an artistic medium along with the social, ethical, and political issues that come along with it. This course addresses the use of video across art, film, social media, and how those boundaries are increasingly blurred.

Workshop intensives will address advanced production techniques for editing, motion graphics, and asset creation in order to generate new narrative, non-narrative, animated, and site specific uses of new media.

Prerequisite: ART 74 + 75, or permission of instructor is required

Student Learning Objectives

Upon completion of this course, students will be able to:

LO1	Discuss in creative, aesthetic, and technical terms the medium of digital video
LO2	Create storyboards and prepare production planning documents
LO3	Identify and transcode digital video using industry-standard codecs & resolutions

LO4	Create high quality digital assets using rasterized, vector, and generative sources
LO5	Capture, generate and edit digital video using Adobe Premiere Pro/ CC
LO6	Produce complex motion graphic compositions using Adobe After Effects/ CC
LO7	Compose virtual objects in 3D space using Blender
LO8	Screen and/ or exhibit completed final projects

Course Website/ Canvas Course Management System

Copies of course materials - the syllabus, readings and course updates - are available via the SJSU Canvas course management system (CMS) <https://sjsu.instructure.com/> <https://sjsu.instructure.com> All assignments must be submitted via the Canvas CMS only. All written paper papers must be submitted in PDF format only. All video clips must be submitted via Canvas as a YouTube link only. Canvas will also be used for periodic announcements and any changes to the course schedule. Please make sure your Canvas contact works by viewing the syllabus announcement during the first day of class.

Course texts

Adobe software documentation serves as the primary technical text of this course. Additionally, essays relating to the medium of film and cinema, digital art and culture, include assigned and required readings will be provided. Links to software, artworks and online technical resources will also be provided throughout the semester via Canvas and/or Email.

Adobe Creative Cloud Licensing

San José State provides students, faculty, staff and administrators with free Adobe software for both their campus computers and their home computers. The software may only be used for SJSU-related activities and may not be used for commercial purposes.

Faculty are *not* responsible for downloading, troubleshooting of network issues, or licensing agreements between academic end users and Adobe/ SJSU. If you encounter problems downloading or installing Adobe software, you can obtain assistance from SJSU's Information Technology Services (ITS) <http://its.sjsu.edu>

Classroom (Zoom) Protocol

The course schedule provides dates, topics, and assignments due on the day they are listed in the schedule, unless otherwise noted. As a workshop course, class participation is required. The coursework is cumulative and requires a commitment to practice to expand upon learned skills. Your ability to advance in the medium is directly linked to the amount of time you commit to learning software, creating content, troubleshooting projects, and in-class viewing and experimentation. You are expected to create work independently, on your own time, and in the classroom lab environment with others.

Please make sure you microphones are muted when you enter the zoom session (they should be by default). If you have a question during class or a comment for class discussion, please enter it into the chat, and then ill unmute your mic.

This is a unique social experiment! we are attempting to recreate an open and creative lab environment online. This means that I expect you to come to class as prepared as you would be if we were in person. This also means that we may change up protocols if need be.

Art and Art History Library Liaison

The Art and Art History library liaison is **Gareth Scott**, a resource for academic and creative research. You may contact Gareth via email at gareth.scott@sjsu.edu or via phone (408) 808-2094 at the Dr. Martin Luther King, Jr. Library/ 4th Floor

Department Advising

For information about majors and minors in Art & Art History, for a change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART 116, 408-924-4320, art@sjsu.edu

Course Assignments

Assignment prompts will be provided via the Canvas CMS. All submission requirements are defined in the assignment prompt. See course schedule for complete topics and dates.

Date	Assignment	% pts
8/24	#1 Link Assignment via YouTube	5%
9/21	#2 Editing Workshop Assignment	10%
10/7	#3 Compositing Workshop Assignment	10%
10/19	#4 Final Project Proposal & Storyboards Assignment	10%
10/28	#5 Motion Tracking Group Assignment	10%
11/30-12/2	#6 Final Project Screening	25%
12/7	#7 Final 2-page paper	10%
8/24-11/16	reading responses (4 x 5% each)	20%
TOTAL		100%

* All assignments must be submitted via Canvas no later than the due date above.

Grading Policy/ Rubric

A = 100 - 90% ~ Excellent = Student exhibits exemplary effort at comprehension and application of the required materials. All creative and technical work is engaging.

B = 89 - 80% ~ Average = Student completes assignments, and demonstrates a grasp of key creative and technical concepts. Student participates actively in the classroom.

C = 79 - 70% ~ Below Average = Student completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. The work lacks creative and aesthetic effort. The work is underdeveloped, incomplete or broken.

D = 69 - 60% ~ Unsatisfactory = Student does not complete the work as assigned. Substantial problems exist in student's work.

F = < 60% ~ Fail = Student does not submit work, or work is below unsatisfactory level.

Late Work Policy

Work is considered late if posted after the due date/time. The default time for submission of work is the beginning of class, unless specified otherwise in the schedule. For each day the work is late (marked each 24 hours by the day and time of original deadline), the work decreases by half a grade (a B+ goes to B-, a B- to a C+, etc.)

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs Syllabus Information web page located here ~ <http://www.sjsu.edu/gup/syllabusinfo/>

Art 105 Course Schedule Fall 2020

Note: Assignments are due on the day listed in the schedule, unless otherwise noted. If you have any questions, contact the professor *in advance of the due date*.

Week	Date	Topics, Assignments, Deadlines
1	8/19	Introductions, course intro, lab protocol/ access, Q&A
2	8/24	Digital video as aesthetic medium Introduction to technique, aesthetics, software and examples Assignment #1 due = Create a YouTube account and provide a link to a video, film, or video-based art project which you consider creatively and technically exceptional, and be prepared to explain why in class.

	8/26	<p>Digital video as technical medium</p> <p>Resolution, encoding, aspect ratio, frame rates, scaling, compression</p> <p>Adobe Premiere Pro, preferences, timelines, and import/ingest</p>
3	8/31	<p>Image acquisition and organization + storyboarding</p> <p>Rasterized, vector graphics, generative sources and scaling anomalies</p>
	09/2	<p>Cinematography Workshop 1</p> <p>Effective content acquisition using our personal cameras and lenses</p>
4	09/7	<p>Labor Day = No Class</p>
	09/9	<p>Editing techniques and processes</p> <p>Advanced Adobe Premiere Pro/ CC Projects, assets, and conforming content to target resolutions</p> <p>Cinematography Workshop 2</p> <p>Students will form collaborative groups to gather video content</p>
5	09/14	<p>Editing workshop 1 ~ Adobe Premiere Pro/ CC Non-linear editing, sound, compositing and effects</p>
	09/16	<p>Editing workshop 2 ~ Adobe Premiere Pro/ CC Project management, rendering and final output/compression</p>
6	09/21	<p>Editing workshop screening</p> <p>Group critique of final editing assignments</p> <p>Assignment #2 due = 3 minute Premier Pro edit</p>

		Compositing techniques and processes
	09/23	Motion graphics in Adobe After Effects/ CC (Compositions, transformations, layering and key frames) Reading Assignment #2 due = be prepared to discuss the assigned reading in class.
7	09/28	Compositing techniques and processes Motion graphics in Adobe After Effects/ CC (Track mattes, blending modes, parenting and motion tracking)
	09/30	Compositing Workshop 1 Motion graphics in Adobe After Effects/ CC
8	10/5	Compositing workshop 2 Motion graphics in Adobe After Effects/ CC
	10/7	Group critique of final AE compositing assignments Assignment #3 due = 60 second After Effects composition + timeline
9	10/12	3D rendering and compositing processes Pt.1 Importing assets and basic UI overview in blender Final project proposal assignment given in class, Q&A
	10/14	3D rendering and compositing process Pt.2 UI navigation (cont.) and Rendering techniques in Blender

10	10/19	Video tracking in Blender Demo and Overview Assignment #4 due = Proposals for final projects must include a script/ storyboard, 4-week production timeline, and technical specifications (see Canvas assignment for details)
	10/21	Video tracking in Blender Workshop 1 Group video tracking projects
11	10/26	Final Project Proposal Review In-class review and feedback for production planning and equipment allocation for final projects. Reading Assignment #3 due = be prepared to discuss the assigned reading in class.
	10/28	Group Video Tracking Project Presentations Assignment #5 due = 60 second video with tracked animation composite

12	11/2	Final project: Production Phase 1 Production workshop intensives
	11/4	Final project: Production Phase 1 Production workshop intensives
13	11/9	Final project: Production Phase 2 Production workshop intensives
	04/11	Veteran's day = No Class (but work on your projects!)

14	11/16	<p>Final project: Post-Production Phase 3</p> <p>Post-production workshop final</p> <p>Reading Assignment #4 due = be prepared to discuss the assigned reading in class.</p>
	11/18	<p>Final project: Post-Production Phase 3</p> <p>Post-production workshop final</p>
15	11/23	<p>Final project: Post-Production Phase 4</p> <p>Post-production workshop final</p>
	11/25	<p>Non-Instructional Day = No Class</p>
16	11/30	<p>Final project presentations and critique I</p> <p>Final project critiques – Group I</p> <p>Assignment #6 due = Final Project Screening/Exhibition</p>
	12/2	<p>Final project presentations and critique II</p> <p>Final project critiques – Group II</p> <p>Assignment #6 due = Final Project Screening/Exhibition</p>
FINAL EXAM	12/9	<p>Wednesday, Dec 9th</p> <p>9:45am – Noon</p> <p>Assignment #7 due = Final 2-page paper</p>

Note: This schedule is subject to change. You will be notified of any changes in a timely manner. Any changes will not affect your ability to complete the assigned coursework.

SJSU University Policy S16-9

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”