

San José State University
Department of Art & Art History
Art 105, Advanced Digital Video, Section 1, Fall 2021

Course and Contact Information

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| Instructor: | David Bayus |
| Office Location: | Email for Zoom link |
| Email: | david.bayus@sjsu.edu |
| Office Hours: | Friday 12pm-1pm (subject to change) |
| Class Days/Time: | Mon/Wed 12:30pm-3:20pm |
| Classroom: | Zoom link TBD |
| Department Office: | ART 331-Virtual |
| Department Contact: | Website: www.sjsu.edu/art Email: art@sjsu.edu |
| Prerequisites: | Art 75 or permission of instructor is required |

Course Format

Technology Intensive, Hybrid, and Online Courses

This course requires access to a computer which can support multiple video editing programs (plenty of memory and a good graphics card). Mandatory apps include Adobe Premiere and After Effects.

Email

All emails MUST include Art 105 in the subject line. Emails that don't include Art 105 may not be answered. Expect a reply within 1-2 business days (Monday-Friday). See Classroom Protocol for emails regarding missed class.

Canvas

Course materials such as syllabus, schedule, handouts, notes, assignment instructions, etc. can be found on Canvas.

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 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:

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| 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 |

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| 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

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Course Assignments

Assignment prompts will be provided via SJSU email. All submission requirements will be defined in the assignment prompt. See course schedule for complete topics and dates. All assignments will be submitted via SJSU email no later than the due dates listed below.

| Date | Assignment | % Points |
|--------------------------|---|-------------|
| 8/25 | #1 Your Video Ecology Assignment | 5% |
| 9/20 | #2 Editing Workshop Assignment | 10% |
| 10/11 | #3 Compositing/ Motion Graphics Assignment | 10% |
| 10/27 | #4 Final Project Proposal | 10% |
| 11/1 | #5 Motion Tracking Assignment | 10% |
| 12/1 | #6 Artist/Project Statement | 10% |
| 12/1 | #7 Final Project | 30% |
| 9/1, 9/27, 10/27 & 12/14 | #8 Reading/Viewing Assignments 1-3 & Research Paper | 15% |
| Total | | 100% |

Final Exam Day: Friday Dec 14th from 12:15-230pm

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 2021

Schedule is subject to change with fair notice and is available on Canvas. Check regularly for any updates.

| Week | Date | Topics, Assignments, Deadlines |
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| 1 | M 8/23 | Course Introduction /Overview of Syllabus. Lecture: Meet & Greet and Faculty Introduction Intro to Assignment #1 "Your Video Ecology" |
| 1 | W 8/25 | Digital video as aesthetic medium Introduction to technique, aesthetics, software and examples Assignment #1 due Assignment #1 Discussion pt.1 |
| 2 | M 8/30 | Digital video as technical medium Resolution, encoding, aspect ratio, frame rates, scaling, compression Adobe Premiere Pro, preferences, timelines, and import/ ingest Assignment #1 Discussion pt.2 |
| 2 | W 9/1 | Digital video as technical medium Pt.2 Rasterized, vector graphics, generative sources and scaling anomalies Reading assignment #1 due |
| 3 | M 9/6 | Labor Day- Campus Closed |
| 3 | W 9/8 | Asset acquisition and generation Image acquisition (morgue), importing vector graphics, & masking techniques |
| 4 | M 9/13 | Image Morgue Due Intro to After Effects Pt.1 Found footage narrative demo Pt.1 UI and Basic Tools |

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| 4 | W 9/15 | Intro to After Effects Pt.2 Found footage narrative demo Pt.2 Pre-Composing, key framing, time Effects, Importing Animation files, Masking |
| 5 | M 9/20 | Assignment #2 due Group Crit Pt.1 |
| 5 | W 9/22 | Group Crit Pt.2 Intro to Motion Graphics in After Effects |
| 6 | M 9/27 | MOGRAPH Demo Pt.1 Motion graphics in Adobe After Effects Reading Assignment #2 due |
| 6 | W 9/29 | MOGRAPH Demo Pt.2 Motion graphics in Adobe After Effects/ CC |
| 7 | M 10/4 | MOGRAPH Demo Pt.3 Motion graphics in Adobe After Effects/ CC |
| 7 | W 10/6 | Green Screen and Lighting techniques overview Lab Time |
| 8 | M 10/11 | Group Crit Pt.1 Assignment #3 due Motion Tracking in AE Pt.1 |
| 8 | W 10/13 | Group Crit. Pt.2 Motion Tracking in AE Pt.2 |
| 9 | M 10/18 | Video in 3D (Blender) Crash Course |
| 9 | W 10/20 | Motion Tracking in Blender Crash Course Pt.1 |
| 10 | M 10/25 | Motion Tracking in Blender Crash Course Pt.2 |
| 10 | W 10/27 | Final Project Proposal Due Reading Assignment #3 due |
| 11 | M 11/1 | Group Critique of Video Tracking Project Pt.1 Assignment #5 due |

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| 11 | W 11/3 | Group Critique of Video Tracking Project Pt.2 Final project: Production Phase 1 Production workshop intensives |
| 12 | M 11/8 | Final project: Production Phase 1 Production workshop intensives |
| 12 | W 11/10 | Final project: Production Phase 2 Production workshop intensives |
| 13 | M 11/15 | Final project: Production Phase 2 Production workshop intensives |
| 13 | W 11/17 | Final project: Production Phase 3 Post-production workshop final |
| 14 | M 11/22 | Final project: Production Phase 3 Production workshop intensives |
| 14 | W 11/24 | Non-Instructional Day- No Class |
| 15 | M 11/29 | Final project: Production Phase 4 Production workshop intensives |
| 15 | W 12/1 | Final project presentations and critique I Final project critiques – Group 1 Assignment #6 due = Final Project Screening |
| 16 | M 12/6 | Final project presentations and critique 2 Final project critiques – Group 2 Assignment #6 due = Final Project Screening |
| FINAL EXAM | Tues. 12/14 | Online @12:15 - 2:30pm Assignment #7 due = Final 2-page paper |
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