

San José State University
Animation/Illustration – Department of Design
175, Professional Practices in Entertainment Design, Section 02, Spring 2022

Course and Contact Information

Instructor: Chris Zollna
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Office Hours: email for prior appointment
Class Days/Time: T-TH, 6 pm - 8:50 pm
Classroom: ONLINE Canvas
Prerequisites:

Course Format

Important Web Pages and Class Messaging

ANI Program Google group (mandatory for ANI students): www.shmgoogle.com
The class will also have a class and semester specific Google Group as discussed in class.

Course Description (Required)

Current professional practices in the field of Entertainment Design. Technically and conceptually sophisticated projects foster a deeper understanding of narrative, stylization, individual point of view, acting and character, through hands-on creative work, class critiques and discussions.

Course Goals

The primary goal of this course is to help students build upon what they have learned in the prior classes and combine that knowledge with the principles of illustrative design, to learn to craft and stylize illustrative projects and communicate them with the highest degree of craft and finish.

The class will include instructor lectures, demonstrations, and numerous one-on-one critiques of student work. Particular emphasis will be placed on (initially) realistic illustrative fundamentals, and then branching off into much more stylized interpretations of the initial starting materials.

Students should expect and plan their schedules to accommodate significant “homework” periods after each class session. Students are expected to bring and maintain prepared materials and be ready to work at the beginning of—and throughout—each class session. Failure to do so will affect one’s grade. It is always the student’s responsibility to be prepared for class even if absent from the previous class.

For more detailed information about classroom activities, please refer to the handouts distributed for each project. (Available on the class Google Group.)

Course Learning Outcomes (CLO) (Required)

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

1. Quickly, professionally, and efficiently convey a projects design intentions.
2. Analyze, digest, and emulate a design language developed by another artist or production. Utilize that same design language in original work in an innovative rather than imitative fashion.
3. Begin to develop an effective and idiosyncratic visual language for efficiently communicating visual ideas and concepts.
4. Solve complex illustrative projects requiring significant research, critical analysis, and high-level visual communication and design skills.
5. Self-manage their time, efforts, and skills while working on complex multi-stage projects in such a way as to meet all deadlines with acceptable work.
6. Self-evaluate their work, and their strengths and weaknesses as they relate to studying visual development.

Required Texts/Readings (Required)

Textbook

There is no required text for this course, however students are expected to consult various books, websites and blogs as needed to supplement their education.

Other Readings

How to Render, Scott Robertson, ISBN 978-193349283-4

How to Draw, Scott Robertson

Color and Light: A Guide for the Realist Painter, by James Gurney

Imaginative Realism: How to Paint What Doesn't Exist, by James Gurney

Figure Drawing for All it's Worth, Andrew Loomis, <http://www.saveloomis.org>

Framed Ink: Drawing and Composition for Visual Storytellers, by Marcos Mateu-Mestre

Other technology requirements / equipment / material

- A powerful laptop (should be able to easily handle large files in Photoshop, i.e.: large, high DPI files with many layers and large brushes.)
- Adobe Photoshop (free license available to SJSU students)
- A digital camera, preferably either a Digital SLR or access to one.
- Access to a high-quality, large format color printer. (11" x 17" recommended.)

Course Requirements and Assignments (Required)

The primary goal of this course is to help students take what they learned in ANI 122 and ANI 123 about professional visual development processes and build on it—with successful students beginning to create work that is suitable for a professional visual development portfolio.

The class will include instructor lectures, demonstrations, and numerous one-on-one critiques of student work. Particular emphasis will be placed on moving beyond mere professional craftsmanship and technical

competence, and towards more sophisticated and intellectual designs. Students will also be expected to work more independently with more intrinsic motivation and idiosyncratic approaches. At this level students are expected to be able to function as young, promising, professionals.

Students should expect and plan their schedules to accommodate significant “homework” periods after each class session. Students are expected to bring and maintain prepared materials and be ready to work at the beginning of—and throughout—each class session. Failure to do so will affect one’s grade. It is always the student’s responsibility to be prepared for class even if absent from the previous class.

Students will receive significant homework assignments every weekend, with smaller assignments between in-week sessions, and several assignments that will be completed *within* a given class. All assignments will be progressively and cumulatively building towards each of the course learning objectives. With the exception of the final project (15%) and classroom participation in critiques and lecture discussions (15%), each large assignment will comprise about 3% of the final grade, with in-week, and in-class assignments accounting for approximately 1%. (All of the above subject to change with fair notice via email.) A final critique will be held on the final exam day in the usual classroom at the time and date indicated by the university final exam schedule. Please consult the sjsu.com website to reserve those times in your calendar immediately.

For more detailed information about classroom activities, please refer to the handouts distributed for each weekly assignment. (Available on the class Google Group.)

“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 practice. Other course structures will have equivalent workload expectations as described in the syllabus.”

Final Examination or Evaluation

The final exam for this course will consist of a critique of a final project and the evaluation of a portfolio of classwork executed during the semester.

Grading Information (Required)

Students will be held accountable for meeting all deadlines with acceptable work. Directions given in class and for assignments must be followed accurately or grades will be lowered accordingly. Late work will not be excepted unless the instructor has given prior approval. Students are responsible for completing all work assigned during any absences, and absent students must make arrangements for their work to be turned in (on due date) and criticism recorded, by another student. No extra credit projects will be accepted for this class.

Class participation will be assessed and includes active engagement in critiques, intelligent questioning, peer mentoring, and proactive learning behavior.

Obviously, the quality of the work, both conceptually and its final execution, is the primary component of the grade; but as mentioned above, the student’s grade is also determined by their professional attitude, their conduct, their work ethic, and their ability to meet their deadlines and the educational challenges posed by the assignments. Above all, students are graded on the intelligence they demonstrate while they pursue, question, attempt, evaluate, struggle, succeed and/or fail at their assignments.

While it is technically possible to pass this class with a grade as low as a D-, students should be aware that grades below the “B” range demonstrate a concerning lack of effort and are not considered even marginally adequate for pursuing a career in the entertainment or game industries; they also forecast poor professional

prospects within our industry post-graduation. Students receiving grades of C+ or lower should therefore be on notice that their work as completed is barely adequate to graduate and better efforts are necessary if they are to pursue this field as a career. They may want to begin planning for a career path outside our industry.

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

Grades may be reviewed privately at any time by arranging a meeting with the instructor. If you want to know your grade—ask.

Late work due to class absence, or any other reason, will not be accepted for grading without prior authorization from the instructor well in advance of deadlines and only for reasons that conform to professional standards. Students are responsible for completing all work assigned during any absences, and absent students must make arrangements for their work to be turned in (on due date) by another student. If an absentee student turns in work, they should make arrangements with another student to take notes for them in regards to criticisms they need to address.

Students should expect that some assignments will continue to receive criticism requiring further work on their part for several weeks, or even months, past the original deadline for the project. Failure to incorporate such changes into their work will result in the work being considered “unfinished” in regards to grading.

“Incomplete” grades are only given rarely, and only in the event of compelling personal or family emergencies and/or crises. If you do receive an incomplete you will have to complete the work on your own and have one year to submit all final materials for consideration or your grade will revert to an F.

Effort & Participation (critiques, peer collaboration, etc.) : 25%

Final Portfolio: 75%

Determination of Grades

- A statement of how grades will be determined for the course, including +/- grades if they are used.
- Extra credit options, if available.
- List of the percentage weight assigned to various class assignments.
- Penalty (if any) for late or missed work.

A grades indicate excellent work.

B grades indicate above average work.

C grades indicate average work.

D grades indicate below average work.

F grades are failing.

A plus = 100% to 97%

A = 96% to 93%

A minus = 92% to 90%

B plus = 89% to 87%

B = 86% to 83%

B minus = 82% to 80%

C plus = 79% to 77%

C = 76% to 73%

C minus = 72% to 70%

D plus = 69% to 67%
D = 66% to 63%
D minus = 62% to 60%
F = 59% to 0%

Students should expect and plan their schedules to accommodate significant “homework” periods after each class session. Students are expected to bring and maintain prepared materials and be ready to work at the beginning of—and throughout—each class session. Failure to do so will affect one’s grade. It is always the student’s responsibility to be prepared for class even if absent from the previous class.

Students will receive significant homework assignments every class, with potentially even assignments via email during the week. Several assignments may ultimately overlap at times.

A final critique will be held on the final exam day in the usual classroom at the time and date indicated by the university final exam schedule. Please consult the sjsu.com website to reserve those times in your calendar immediately.

Classroom Protocol

All Animation/Illustration students are expected to conduct themselves in a professional manner at all times. See the bulleted list below for general program policies and expectations.

Whether in class or working after hours, students must respect the facilities and fellow students and are expected to present themselves and their work in a clean professional manner. Students will be held accountable for both classroom participation and contributing to the creation of a positive atmosphere for education.

Classes and events are to be treated as business appointments and students are expected to be in attendance, fully prepared, and on time. Fully prepared means having all necessary materials needed to work on class projects, having prepared according to instructions, and having made significant progress on assignments from the previous class. Failure to accomplish any of the above will significantly lower your grade.

The occasional absence is unremarkable, but if an absence is unavoidable, students are expected to notify the instructor immediately, and contact their peers to both turn in work on the due date and stay current with class assignments they may have missed.

Cell phones should be silent and should not be utilized during class unless otherwise directed. Students should refrain from eating food others can smell. At the end of classes, students are expected to leave the classroom cleaner than they found it, push in chairs, etc. During breaks and immediately before and after class, students should be conscious of the overall noise level in the room and try to minimize it in order to allow for the private instructor/student conversations that often occur.

Finally, students should maintain an awareness of the safety of their surroundings, belongings, and classmates. In particular, when working in the building and entering or leaving after hours, students should accompany one another in the interest of safety or call the University Police for an escort. Report any suspicious persons or behavior to the University police at 408-924-2222 or by picking up a blue emergency phone.

Animation/Illustration Program Policies

- Students must arrive to class on time with materials ready to work.

- Cell phones must be silenced.
- Private conversations during lectures and class discussions are not permitted.
- No checking email or using laptops for activities unrelated to the class.
- No playing personal audio through speakers, use headphones only.
- Do not prop open any doors.
- Do not leave valuable items unattended.
- Do not leave the classroom without cleaning your area.
- Be courteous to others, keep private conversations quiet.
- Aromatic foods are not allowed in any of the classrooms or labs.
- Please be attentive to your personal hygiene.

Computer Labs: Violation of rules will result in loss of lab access for the whole semester

- No food or beverages by the workstations.
- Do not change the connections on the equipment.
- Do not move any equipment in the lab.
- No traditional painting.

University Policies (Required) (Review with Students)

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

Academic Integrity policy (Academic Senate Policy F15-7)

The University's Academic Integrity policy, located at <http://www.sjsu.edu/senate/docs/S07-2.pdf>, 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 is available at <https://www.sjsu.edu/studentconduct/>

Instances of academic dishonesty will not be tolerated by the Animation/Illustration program. Cheating on exams, plagiarism, presenting the work of another as your own, or the use of another person's ideas without giving proper credit will result in AUTOMATIC EXPULSION FROM AND FAILURE OF THE COURSE, with possible expulsion from the Animation/Illustration Major. A second offense will result in IMMEDIATE EXPULSION from the Animation/Illustration Major.

This includes but is not limited to copying someone else's imagery, altering someone else's imagery, altering a pre-existing 3D model, tracing or copying animation, and submitting someone else's notes for a grade.