

Course                      Web Animation                      Course Number:      AD20711

Instructor:                      Linda Kudzmas

Day/Time:                      Friday                      1 - 5                      Quarter:                      Spring 2018

Prerequisites:                      AD20631, AD10231, AD10251

Building:                      1622                      Room:                      615

Email Address:                      [lkudzmas@aii.edu](mailto:lkudzmas@aii.edu) or [professor@professoregg.com](mailto:professor@professoregg.com)

Facebook:                      <https://www.facebook.com/ProfessorEggAiPH/>

Twitter:                      <https://twitter.com/ProfessorEggAi>

Website                      <http://professoregg.com/>

Contact Hours:                      4 Per Week

Instructional                      Lecture:

Contact Hours:

Academic Credits:                      3 Credits      22 Hrs                      Lab:      22 Hrs

Course Length:                      11 Weeks

**Mission Statement:**

The mission of The Art Institute of Philadelphia is to provide a well-balanced, high-quality education by combining applied arts technology and techniques, related business practices, and general education in order to prepare students for entry-level employment and for professional advancement within their chosen fields.

**Course Description:** Students in this course produce animation within limited delivery constraints. Limitations of image size, formatting and color depth will be explored.

**Program Objectives:**

Produce traditional and computer animation. Produce traditional and computer animation. Integrate audio with animated compositions. Demonstrate compositing techniques using various animation sequences. Compose critical ideas for surface treatment, lighting, and motion of 3D models. Use computerized paint, titling, modeling and animation software programs to create images. Discuss and apply principles of lighting and camera techniques in computer animation. Formulate production schedules as part of the project management process. Determine compliance with copyright/trademark law, and obtain appropriate releases and permissions as necessary. Capture, manipulate, and edit an image using digital processes. Create and/or transform objects in a 3D environment.

**Institutional Objectives:**

Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field. Use critical thinking in creative and innovative problem solving and decision making. Work effectively in teams. Apply ethical responsibility and

integrity to personal and professional situations. Implement sound business practices and professionalism including career development strategies in chosen career field.

**Writing Center:**

Location and Hours

Cofta: Monday 9-1, 2300/233A

Jaha: Wednesday 9-1, 1600/604

Stinsman: Thursday 9-1, 1600/604 (and by appointment)

Wilkie: Friday 9-1, 2300/233ABy

Appointment only via the Contact form on <http://aiphwrites.com/>

**School of Media Arts Grading Policy**

<i>4 POINT SCALE</i>	<i>%</i>	<i>LETTER GRADE</i>
4.0 – 3.8	100-96	A
3.7 – 3.5	95-90	A-
3.4 – 3.2	89-87	B+
3.1 – 2.8	86-83	B
2.7 – 2.5	82-80	B-
2.4 – 2.2	79-77	C+
2.1 – 1.8	76-73	C
1.7 – 1.5	72-70	C-
Less than 1.5	69-0	F

**Competencies:**

1. Creative traditional, experimental and computer animation
2. Identify technical attributes of web animation.
3. Demonstrate the ability to create animation that will play on a variety of media.
4. Understand limitations of distribution of media in internet applications.
5. Develop a basic understanding of advertising on the web through banners, static ads and commercials.

AIPH provides animation studios and computer labs with suitable hardware and software necessary for creating the projects for this course.

**Instructional Materials and References:**

1. Storage for digital files (flash drive or portable hard drive)
2. Note book for taking notes during demos and lectures
3. Sketchbook for visual brain storming

**Teaching Strategies:**

Demos followed by Student participation, Assignments based on Demo, Final Assignment is based on course work

### Requirements for Successful Completion:

1. Complete all assignments
2. Attend Class, no lateness or leaving early
3. Class Participation
4. Professional class behavior

### Grading Scale:

A	Student work is able to be included in final Portfolio as is, without any adjustments
B	Student work is able to be included in final Portfolio with minor adjustments
C	Student work is able to be included in final Portfolio with major adjustments
*D	*Student work is unable to be included in final Portfolio unless a major overhaul is implemented
F	Student work is unacceptable and cannot be considered to be included in final Portfolio at any level

\*"D's" can be given out for individual grades, but the passing grade in course is a "C-"

### Method of Evaluation:

1. Banner Ad 10%
2. Take over Ad 15%
3. Commercial Analysis 5%
4. Mid Term: Commercial/Product Demo 20%
5. Portfolio Animated Logo Intro 15%
6. Final Essay 5%
7. Final: Commercial 30%
8. Student Participation/Professional Class behavior\* 10%
  - a. \*(Can be added or subtracted from final grade)

### Class Policies:

If you miss a class or lecture, it is up to you to secure the assignments, notes from lectures from a classmate or visit instructor website.

If you are late, you must sign your name on the Sign In Sheet. It will be up to you to make sure this is signed.

You are not allowed to sign another student's name to the Sign In Sheet; violators will be ejected from the class and given a failing grade.

NO CANOODLING!

NO SINGING!

NO IMPRESSIONS!

All assignments are due at the beginning of class.

Re-doing of assignments is not necessary or advised, unless otherwise indicated by myself (the instructor).

If you do not have the final finished and on time, you will fail the course.

Even if you attend every class, complete every assignment; you still may fail the course due to quality issues.

If you receive an 'F' for mid-term, you will not receive a grade higher than a 'C-' for

the entire course.

Each week, Assignments and Work in Progress MUST be submitted through BrightSpace before the start of class.

- The Assignment Submission Folder will be closed and locked at the start of class.
- Assignments MUST be submitted in the format as explained in Assignment List.
- Your Assignment must be labeled with the Assignment Name and your last name:
  - Example: FirstAssignment\_Jones
- Failure to follow the directions above may lead to non-acceptance of Assignment.

Disk, Computer, Time and Lab problems are not an excuse for any missed work.

**BrightSpace:**

**Assignment Submissions:**

- You can only upload files under 1 GIG.
- If your file is over 1 GIG, you must reduce it by either compressing or reducing the size of the movie.
- Make sure ALL QuickTime movies are reduced to 600X360.
- Submission folders will be locked one half hour after class starts.
- You can upload file(s) a week in advance of Due date.

**Grades:**

- Check your grades.
- Each assignment is worth a percentage of the final grade.
- Each assignment is worth 10 points.
- Final Calculated grade is based on 100%.
- You have to do a little math to see how you are doing.
- If you have 30% of 100% and only one assignment left worth 20%, you are in trouble. The best you can do is 50%.
- If you have 65% of 100% and only one assignment left worth 20%, you are doing fine. The best you can do is 85%.

**Points are awarded re letter grades:**

10 – 9.5 = A
9 = A-
8.75 = B+
8.5 = B
8 = B-
7.75 = C+
7.5 = C
7 = C-
6.75 = D+
6.5 = D
5 = F

Ask me anytime to discuss your grades and how you are doing in the class.

Instructor Availability Outside of Class:

Thursday: 8-12, (509), 1 - 5 (615)

Friday: 8 – 10 (615), 1 – 5 (615)

Date of Final Review: June 15, 2018

Estimated Homework Hours: 4-6 hrs per week

Estimated Technology Hours: 4 hrs.

Topical Outline of the Course: (Subject to Change)

NOTE:

For all assignments:

The only media you can use for your assignments must be your creation: NO downloading pictures/video/artwork. EVERYTHING used in your assignments must be created exclusively by YOU. The only exceptions will be audio (you can use audio from a published commercial) or a company logo. You are permitted to use pictures that YOU have taken or video filmed by YOU. Quality of pictures/video produced by YOU must be of high quality (excellent light, framing, resolution, audio, etc).

Week 1: Course Introduction, Supplies needed, Grading Procedures, Attendance Policy  
Lecture: Advertising for the Web, Banners.

Demo: Animation in PhotoShop, Saving an Animated GIF in Animate

First Banner assignment: Due Week 2

Pick an Existing Company or Create a Fictitious Company

Create an animated banner for said Company:

970 X 90 or 468 X 60 or 728 X 90

Animated GIF, use Photoshop or Flash

Due Week 2

Week 2: Web Banner Due

Lecture: Take over Ads, Basics of Advertising

Demo: Reducing file size in Animated Banners

Take Over Ad Assignment: Due Week 3

Power Point Presentation

Create two animated Banner Ads Along with two static ads, ALL for ONE specific company:

First Animated Banner(Horizontal):

- 970 X 90 or 468 X 60 or 728 X 90

Second Animated Banner (Vertical):

- 240 x 400 or 120 x 240 or 160 x 600 or 120 x 600 or 300 x 600

First Ad:

- 300 X 250 or 250 X 250

Second Ad:

- 240 X 400 or 366 X 280

Must have each file converted to an animated gifs or static gifs, respectively.

All Files must have:

- CTA
- Logo
- Value Proposition

Date of Last Review 04/02/18

- Clearly defined Frame (Border)
- All files must be under 40k

Use either Photoshop or Flash to create the ads.

Due Week 3

- Week 3: Take-Over Ads Due  
Lecture: Commercials, video advertising trends  
Assignment Mid Term (due week5):  
Create a 15 second Animated Ad or Product Demo (**EXACTLY 15 seconds**).  
Video Size:  
HD 1280 X 720 or 1920 X 1080, reduced to 600 X 360  
Commercial Analysis: Due week 4:  
Watch one TV show (not On Demand or YouTube, but on broadcast TV). Note the time and day of program. Pay careful attention to the commercials and fill out supplied form.
- Week 4: Commercial Analysis Due  
Show Progress with Mid Term
- Week 5: Mid Term Assignment Due  
Lecture: Branding, Web Intros/Animated Logos, Designing logos  
Portfolio Animated Logo Intro: Due Week 7  
Create a Animated Logo Intro for your final Portfolio Reel:  
Take in consideration the type/style/skill set of your Brand  
7 to 10 Seconds long  
Complete with SFX and/or Musical Score
- Week 6: Show Progress  
Open Lab
- Week 7: Portfolio Animated Logo Intro Due:  
Final: Due Week 11  
Create:  
30 second Commercial/Product demo (**EXACTLY 30 seconds**) (including 15 (**EXACTLY 15 seconds**) and 10 second (**EXACTLY 10 seconds**) edits in separate ads)  
Video Size:  
HD 1280 X 720 or 1920 X 1080, reduced to 600 X 360  
Final Project Worksheet: Due Week 9  
Download, fill out and submit the Final Project Worksheet  
What product/service are you selling? Who is the target audience? What TV shows/times would you see your commercial airing?  
Is your commercial is going to be Logos, Ethos or Pathos? Explain why you chose that strategy.  
Which Persuasive Advertising Techniques are you planning on using? How and why are you using them?
- Week 8: Show Progress  
Open Lab
- Week 9: Final Project Worksheet Due  
Show Progress  
Open Lab
- Week 10: Open Lab
- Week 11: Final Project Due

**The Art Institute of Philadelphia**  
**Academic Dishonesty Policy**

The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student's work as your own.
8. Aiding or abetting any of the above.

The Art Institute will impose the following sanctions when a student is found to have committed any of the above infractions:

- 1<sup>st</sup> offense = failure of class
- 2<sup>nd</sup> offense = suspension for two (2) quarters
- 3<sup>rd</sup> offense = expulsion

Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit

academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

#### The Art Institute of Philadelphia Attendance Policy for Syllabi

- The Art Institute of Philadelphia is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- A student who is absent for *three cumulative weeks\** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.
- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.
- Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.
- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.



- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

### **Ai Unearned F (UF) Grade Definition**

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a “UF” grade on the transcript. The course’s instructor will award this grade when appropriate.