DMA 324

TV Titling & Animation (MW 8:30-9:45am)

Instructor: Mario Congreve   *After Class Time or*
ERC B108   (310) 243-2053   mcongreve @csudh.edu   *By Appointment*

COURSE OBJECTIVE : Introduction to the aesthetics of graphic design elements for on-screen titling in television and motion picture media. Emphasis on artistic techniques involving typography, story boarding, layout and composition, motion graphics, and image compositing. The course focuses on practical, hands-on skills of design essentials, color theory, font selection, motion graphics, 2D effects, and project planning using basic software packages such as Adobe Photoshop, Premier, After Effects, and Inscriber. **Each student produces four titling projects for the course**.

TEXT: **No textbook required**

MATERIALS: (1) Mini-DV Video Tape *(Source Tape for Exporting Title Projects to Tape)* $4ea
(1) VHS tape for Home Copy. $2ea
(*) CR-R's for Storage of Title Projects. $10 approx
(*) DVD-R's for Storage of Title Projects. $10 approx

PRODUCTION PROJECTS - each student will design and produce the following four projects for the course:

Project #1 - Basic Title Concept for TV Show
Create 4 examples of a template for a TV Show that reflects the theme of the show.
1.   TV Show #1 in 3x4 and 16x9 aspect ratio *(10 seconds each)*.
2.   TV Show #2 in 3x4 and 16x9 aspect ratio *(10 seconds each)*.

Project #2 - Lower Third Key Title for TV
Create 3 examples of templates for lower thirds CG Keying:
1.   News/Documentary Interview in 3x4.
2.   TV Talk Show in 3x4.
3.   News/Documentary Interview in 16x9.

Project #3 - Roll Credits for TV and Feature Film
Create 2 examples of Roll Credits:
1.   TV Show Roll Credits in 3x4.
2.   Feature Film Roll Credits in 16x9.

Project #4 - Animated Title
Create 2 examples of an animated title/logo for TV and film:
1.   Production Company Logo *(Push, pull, rotation, zoom, slide, etc.)*
2.   TV Show Animated Title *(Push, pull, rotation, zoom, slide, etc.)*

CLASS CODE OF CONDUCT

NO FOOD or DRINKS! Consumption of food and beverages in our classroom and production labs is <u>NOT</u> allowed at any time. Food and beverages must be stored outside of class and labs.

NO CELL PHONES! Before entering the classroom each day, make sure that your cell phone is turned OFF so that any incoming calls will not disturb the class or cause you to be pulled away from class.

E-MAIL ACCOUNT REQUIRED In order to receive course information, assignments, and announcements, you must have an e-mail account which you can access daily. *(Campus accounts can be arranged for free)*.

ACADEMIC INTEGRITY
(Please consult the section of the University Catalog entitled "Academic Integrity" for official campus policy on cheating and plagiarism)

MODE OF OPERATION :

1. Because the course emphasizes hands-on demonstrations in class, attendance at <u>each</u> class session is mandatory. Students who are going to be absent for a class or will be arriving late to a particular class session must notify the instructor in advance. Absences and tardiness will significantly affect a student's Professional Image grade (see below)

2. All title projects must receive **"approval"** from the instructor before actual production on the project begins.

3. Each student is **responsible for <u>all expenses</u>** *(video tape, CD-R's, DVD-R's)* encumbered during the project.

STUDENT OUTCOMES - by the end of the course, each student should be able to:

1. Design and create a title page suitable for broadcast TV using **Photoshop** and **Inscriber CG** software.

2. Design and create a **basic title concept** for a TV show in 3x4 and 16x9 aspect ratio.

3. Design and create a template for **lower thirds CG keying** suitable for broadcast TV.

4. Design and create standard **roll credits** suitable for TV shows and feature films.

5. Design and create an **animated title/logo** suitable for broadcast TV.

GRADING CRITERIA : the grade for the course will be based on averaging six "equally-weighted" criteria:

TITLE PROJECTS - the resulting production value and creative quality of the student's four major title projects: 1) Basic Title Concept; 2) Lower Thirds; 3) Roll Credits; and 4) Animated Title/Logo. The higher the quality of the finished product, the better the grade. All projects will be graded according to "in class" evaluation and critique. *LATE projects will not be accepted*.

FINAL EXAM – a comprehensive exam covering the content of the course will be administered during Final Exam week. The Final Exam will consist of short, fill-in answers. *No make-up exams will be given for the Final Exam. As such, attendance at the final exam date is mandatory.*

PROFESSIONAL IMAGE - the characteristic attitude and demeanor you project to your professor, staff members, and classmates during class and productions. It is the REPUTATION you earn based on your: punctuality; dependability; participation in class discussions; willingness to work and focus on the project at hand; ability to cooperate with classmates as a "team player"; interpersonal skills which allow you to be in control of your emotions during stressful situations; and your resilience to bounce back after failures. It is the image people have about working with you in the future. Professional Image will be based on your professor's observations and assessment of your work in class and in labs.

FINAL GRADE for the course will be based on these equally-weighted criteria:

1. Project #1 - Basic Title Concept	A (4.0) = 99-90%
	B+(3.3) = 89-88%
2. Project #2 - Lower Thirds CG Key	B (3.0) = 87-80%
3. Project #3 - Roll Credits	C+(2.3) = 79-78%
4. Project #4 - Animated Title/Logo	C (2.0) = 77-70%
5. FINAL EXAM	D+(1.3) = 69-68%
6. PROFESSIONAL IMAGE	D (1.0) = 67-60%
	F (0.0) = 59 - 0%

INCOMPLETES: *Incompletes are granted only under extreme circumstances at the discretion of the instructor.*