

# California State University Dominguez Hills

## DMA 324 **TV Titling and Animation** (Spring 2016)

### Instructor

- Jody Mahler, [jmahler@csudh.edu](mailto:jmahler@csudh.edu), MW 11:30 a.m. – 1:00 p.m. by appointment,  
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### TEXTBOOK

No textbook required. Tutorials are available on class Blackboard.

### PREREQUISITES

- Completed DMA 310 or consent of the instructor
- Active CSUDH email account
- Adobe Creative Cloud
  - Adobe Media Encoder
  - Photoshop
  - Premiere
  - After Effects
  - Encore
- External HD
- Flash Drive (16 gig minimum)
- BR Disks (BD-R or BD-RE)
- Hi Speed Internet Access

### COURSE DESCRIPTION

Students will learn how to design and create titles, graphics, and menus for television media. This will include lower thirds, roll credits, title cards, and animated graphics. This course is designed to prep DMA-TV students for future production projects in DMA 322, 325, 327, 346, and 499. Students will spend a considerable amount of time outside of class to complete the nine projects for this course.

### COURSE LEARNING OBJECTIVES

By the end of the course, students will be able to:

1. Produce a Blu-ray disk with professionally-designed graphics and functional navigation.
2. Produce professionally-designed movie Roll Credits with no stuttering or strobing .
3. Produce professionally-designed Lower Thirds titles for documentary-style interviews.
4. Produce a professionally-designed motion graphic PSA Title Card suitable for broadcast TV.
5. Convert various file formats and sizes using Adobe Media Encoder.
6. Apply efficient export workflows and proper encoding for formats such as broadcast, DVD, Blu-ray, YouTube, and mobile devices.
7. Integrate Green Screen and Motion Tracking into a live action composite.
8. Produce a photo composition from separate elements using Photoshop.

# CLASS PROJECTS

## 1. File Types Conversion Project

Convert various file formats and sizes using Adobe Media Encoder. Select a format, convert frame rates, and work with Media Encoder to apply efficient export workflows and proper encoding for formats such as broadcast, DVD, Blu-ray, YouTube, and mobile devices.

## 2. Breakout Blu-ray

Create the menus and functional navigation for week-by-week sequences with separate audio tracks for: Original, ADR, Ambience, SFX, Music, and Composite Mix for a DMA 346 PSA Project.

## 3. Visual Effects Project

Integrate Green Screen and Motion Tracking into a pre-recorded video segment.

## 4. Ad Campaign Project

Create artistic content for a fictitious TV Show advertising campaign. The content will be created from still photos shot on a DSLR camera and composited using Photoshop. Students are responsible for hosting, finding talent, and shooting the photo material.

## 5. Documentary Roll Credits

Produce rolling credits for the end of a movie such as a DMA 325 Documentary or DMA 327 Drama Project.

## 6. Documentary Opening Motion Graphics and Lower Thirds Titles

Design and create animated lower third titles for talking head interviews in a project such as a DMA 325 Documentary.

## 7. PSA Motion Graphics Title Card

Produce a motion graphic ending title card that incorporates the organization's official logo into the design of a project such as a DMA 322 PSA.

# GRADING CRITERIA (110 Total Points possible)

The following points for each project will be added up to calculate the student's final grade:

Projects:

1. File Types Conversion Project (5 points)
2. Breakout Blu-ray (10 points)
3. Visual Effects Project (15 points)
4. Ad Campaign Project (15 points)
5. Documentary Roll Credits (5 points)
6. Documentary Opening Credits and Lower Thirds Titles (10 points)
7. PSA Title Card (10 points)

**TOTAL 70 points**

In-class Assignments (2 points each)

1. Frame by Frame Animation: Photoshop techniques
2. Title Design: Photoshop Double Exposure techniques
3. Title Design: Photoshop High Contrast techniques
4. Title Design: Photoshop Manipulating Elements: Fire technique
5. Motion Visual Effects: After Effects Greenscreen keying techniques
6. Motion Visual Effects: After Effects 1 point tracker techniques
7. Motion Visual Effects: After Effects 2 point tracker techniques
8. Motion Visual Effects: After Effects Rotoscoping techniques
9. Motion Visual Effects: Premiere Greenscreen keying techniques
10. Motion Visual Effects: Premiere Identity Blur keying techniques
11. Animated Lower 3rds: After Effects News Channel Style
12. Animated Lower 3rds: After Effects Social Networking Style
13. Animated Icon Art: After Effects Toaster popping toast animation
14. Motion Graphics Shapes: After Effects Advanced Shape Layers
15. Motion Graphics Opening Titles: Movie Intro Style Opening Titles

**TOTAL 30 points**

Bonus

1. Bonus Project

**TOTAL 10 points**

**ATTENDANCE POLICY**

- Attendance is taken every class meeting.
- 2 points will be deducted from each student's total points for each absence or tardy.

**GRADING SCALE**

Scale	B+ = 89-88 pts.	C + = 79-78 pts.	D + = 69-68 pts.
A = 100-92 pts.	B = 87-82 pts.	C = 77-72 pts.	D = 67-60 pts.
A - = 91-90 pts.	B - = 81-80 pts.	C - = 71-70 pts.	F = 59-0 pts.

**LATE WORK**

- **Projects**
  - Students must present their work to the class on the due date whether complete or not.
  - Failure to present a project will result in a 3-point deduction.
  - Projects later than 2 weeks past the due date will not be accepted.
  - All Projects must be turned in no later than the day of the Final Exam.

## COMPUTER/INFORMATION LITERACY EXPECTATIONS FOR STUDENTS IN THIS CLASS

- Students in this class are expected to:
  1. Use the university email system (Toromail)
  2. Use Blackboard
  3. Use a word processing program for writing assignments (e.g., Microsoft Word).
  4. Be able to access assigned websites through the internet
  5. For additional information about computing on campus, including tutorials, students should go to:
    - <http://www.csudh.edu/infotech/labs>
    - [http://www.csudh.edu/infotech/student\\_index.shtml](http://www.csudh.edu/infotech/student_index.shtml)

## CLASS ENVIRONMENT

Students should minimize potential classroom disruptions by:

- **NO ELECTRONIC DEVICES!** Making sure all cell phones, laptops, and other personal electronic devices are turned off or in silent mode during class.
- **NO FOOD or DRINKS!** Consumption of food and beverages in our recording studio and production labs is NOT allowed at any time. Food and beverages must be stored outside of class and labs.

Any disruptive behavior will result in the student being asked to leave for the duration of the class period.

## 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*). Should you have an alternate email account you would rather use than your campus one, please supply it during the first class meeting.

## ACADEMIC INTEGRITY

Cheating or plagiarism in connection with an academic program or class at a campus is subject to discipline as provided in Sections 41301 through 41304 of Title 5, California Code of Regulations. Please consult the University Catalog section titled "Academic Integrity" for campus policy on cheating and plagiarism.

## DISABILITIES

Students with disabilities are encouraged to consult the University Catalog for information on Disabled Student Services (310) 243-3660. Any disabled student requiring assistance with exams or other course work may use these services.