



**ARTS 4336 01 (CRN 29416) : Multimedia and Emerging Design  
SYLLABUS  
SPRING 2023**

**COURSE INFORMATION:**

Day|Time: **Tuesdays/Thursdays | 1:50-4:30pm**

Location: Edinburg Visual Arts Building (EVABL) Room **1.227 IN PERSON**

**Course Modality:**

Traditional Face-to-Face Courses (TR)

**INSTRUCTOR INFORMATION:**

Instructor Name: Jeffrey Charles Stanley | JCS

Phone: 646.707.8712

E-Mail: jeffrey.stanley@utrgv.edu

Office location: Rusteberg 168 (Brownsville Campus)

or Zoom (<https://utrgv.zoom.us/j/83357786694> Meeting ID: 833 5778 6694)

Office hours: by appointment only

**COURSE DESCRIPTION & PREREQUISITE**

Multimedia and Emerging Design explores many media from time-based media/video to augmented reality (AR), and the interplay of coding, processing, fine art, and light-based media. Students are introduced to the basic hardware and software tools used in the industry. Program logic and problem-solving techniques within the context of various creative tool are explored through the completion of a cinematic video, motion graphics, 3D modeling & an AR app, a portfolio website, and various multimedia projects.

*Still Slightly Under Construction: I am developing this course to integrate video production, motion graphics, 3D models and animation, and Augmented Reality (AR)!!! 😊*

**Prerequisite:** Grade of "C" or better in ARTS 2331 or ARTS 3331.

**TEACHING PHILOSOPHY**

*An interdisciplinary approach to design and art practices. Imagination and creativity are the driving forces of this course while we complete industry standard projects collectively and individually. This course demonstrates through lectures and tutorials a practice of video production, motion graphics, 3D modeling, interactive media, and augmented reality (AR) with a holistic approach (interconnected, referencing the whole).*

**COURSE OBJECTIVE**

Multimedia and Emerging Design trains students in 21st century cross-industry transmedia methods through the integration of Graphic Design, Art Practices, and Emerging Disciplines. Students will work with industry standard software and new tools to produce three (3) Video-based projects through Single-Channel Video with Sound Design, an interactive Augmented Reality (AR) Environment, an Ecology-Based Commercial (Video, Sound, and other elements from projects along the way), and then end with a website to contain all of these projects. In the course, we will tackle the philosophical implications of evolving economies, depleting ecosystems, confrontations with morality and metaethics, and opportunities available to graphic designers and media artists.

In addition to three Video-based projects, students will experiment with digital media sketches: sound design, 3D modeling, generated & machine learning imagery, and XR. And they will be tasked with documenting their process and ideation in video-logs (vlogs) throughout the development of Main Projects, particularly for the interactive AR Environment (Project 2), the Ecosystem related Commercial (Project 3), and Webpage (Project 4).

**COURSE OBJECTIVE continued**

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**All contents, including: assignments, meeting location, and especially course schedule are subject to change.**

Artists and Designers have more power and control over the distribution of their work than ever before. We will discuss the use of media and creative content in a decentralized market from a professional practices point of view, specifically distinctions between art practices, content creation, and pure design, as well as the convergence of all three. We will explore research methods and explore new subjects. Through lively debates, we will tackle questions such as: how did social media and emerging technologies disrupt the old system, and the old economy giving way to new methods, new markets, and new patrons & clients? We will engage in a Systems Theory approach to explore new possibilities and our future (especially focusing on ecology and ecosystems for project 3). We will identify opportunities for producing innovative work specializing in social change, the climate crisis, and the creation of ecologically integrated design and bio design (the merging nature, science and creativity).

Lectures and class discussions will cover: community building, sharing resources, media literacy, debates over proprietary vs open-source software, etc. A range of software and technical skills will be introduced in this course.

Other disciplines that will be introduced and discussed: cinema & time-based media, genres, journalism, news media, performance art, traditional/analog disciplines, Processing (a programming language for Artist), generative art, interactive media, artificial intelligence (AI), robotics, algorithms & machine learning (ML), and other media (computational or not) as creative practices.

#### (COURSE CONTENT)

<b>Student Learning Outcomes</b>	<b>Assessment of Student Learning Outcomes</b>	<b>Standards and Software</b>	<b>Major Course Projects and Assignment</b>
Developing practice of Video Production	Demonstrate capturing video, editing and montage, cinematic-style, and timebased media.	HD and high quality capture / workflow. Adobe CC – Premiere and After Effects.	Montage Sketches, Composition Sketches, Completed Project 1, 2, and 3
Sound Design and Mixing	Demonstrate capturing, mixing, and editing audio. Composing a soundtrack with a genre that matches your visuals.	16bit / 48000Hz (48kHz) quality audio. Adobe Audition	Audio Recording Demo, Sound in Project 1, 2, and 3
Digital Audio Workstation (DAW)	Create simple compositions or soundtracks	DAW production and workflow. Garageband or other DAW.	DAW Demo and all 3 Projects
Motion Graphics & Interactive Media	Create and animate 2D & generate assets / graphics.	Adobe CC – After Effects + Photoshop + Aero + Snap AR & WIX	Motion Graphic Composition Sketches, Project 2, & Project 3
3D modeling and animation	Model and animate 3D assets. Procedural generation, and other methods covered.	Blender 3.3.2, Adobe Dimension	Project 1 & 2 (optional Project 3 and webpage)
Augmented Reality	Introducing a workflow to AR. Placing and scripting 3D assets in spaces. Producing an AR Environment for 2nd main project.	Produce an AR Environment with several elements that interconnect. Adobe Aero, or Snap AR, or openWebAR – A-Frame and ARToolkit	Project 2
Experimentation, Imagination, and Creativity	An interdisciplinary and holistic approach to producing designs and “creative content”.	Your vision, your inspiration, your power	Projects 1, 2, 3, and 4. (and Digital Sketches)

## **LEARNING OBJECTIVES FOR CORE CURRICULUM REQUIREMENTS (PROJECTS AND CRITIQUE DATES)**

The Main Objectives to this course are 3 Projects introducing and executing skills presented in course material + a 4<sup>th</sup> Project to contain it all.

### **PROJECT 1 – CINEMATOGRAPHY and the 4<sup>th</sup> DIMENSION (TIME) – VIDEO**

Exploring Video through Light Color Motion Sound & Composition + adding a 3D element to a cinematic video.

Project Due Date: Week 5 | Project Critique: to follow

Project requirements: Smartphone for video, photo, and sound capture – Adobe Premiere to edit video – Adobe Audition to edit and manipulate sound – Garageband or DAW to compose music – Blender to add a 3D element (and After Effects to composite 3D content into video).

### **PROJECT 2 – GEOMETRY and DESIGN PRINCIPLES in an ENVIRONMENT – AUGMENTED REALITY (AR) ENVIRONMENT**

Exploring Video through Spatial Montage in an Augmented Reality Environment (with smartphones)

Project Due Date: Week 11 | Critique: to follow

Project requirements: Adobe Photoshop for 2D image layers, editing, and manipulation – Blender for 3D modeling and animation – Adobe Premiere for editing – After Effects for video effects, 2D motion graphics and 3D animation Adobe Aero (AR software) to Augment elements into the environment / Augmented Reality setup and implementation – Garage Band for sound composition – Adobe Audition for sound editing.

### **PROJECT 3 – LOGOS, PATHOS, & ETHOS in a COMMERCIAL – ECO-BASED COMMERCIAL**

Research an Ecological subject and produce a 30 second Commercial.

Project Due Date & Critique: due Week 15, critique to follow

Project requirements: Adobe Photoshop for 2D image editing and manipulation – Adobe Premiere for video editing After Effects for motion graphics and video design – Creative Commons ethical practices with stock footage – Garage Band for sound composition – Adobe Audition for sound editing – (optional) Blender to add any 3D content.

### **PROJECT 4 – KNOW THYSELF & SELL YOURSELF – WEBSITE PORTFOLIO A webpage to contain your projects online.**

Project Due & Critique: FINALS WEEK

Project Software: Browser based webpage builder: WIX (optional: use Webflow, we have access to Team Workspace)

### **SOUND AND VISION – Digital Sketches Mini Projects as building blocks to learn skills for the main project.**

\* We will also produce Digital Sketches: Metric & Rhythmic Montage, Blender Studies, Storyboards, 4 Compositions and After Effects Demos, Digital Assets, Journaling, Research, etc. – which will be used to build skills and content for your Main Projects. These will be less consequential and have very little effect on your final grade. They will be used only to acquire skill and experiment with the tools.

## TEXTBOOK, TECHNOLOGY, AND/OR RESOURCE MATERIAL

**Reading material** will be provided to all students in the course via blackboard or fileshare, **subject to change:**

- *Transcendental Style in Film* (Narrative Cosmogony Map, new edition w/ new introduction 2018), Paul Schrader
- *Expanded Cinema* (1965), Gene Youngblood
- *Bio Design: Nature + Science + Creativity* (2012), William Myers
- "Inclusion and sustainability are two arrows heading towards each other" (July 2021), Frameweb.com
- "Oio: 'Designers used to be the good guys...'" (Oct 2022), Frameweb.com
- various articles on Material Storytelling and Material Science, to be provided

### **Resources for Video and Emerging Design:**

- Electronic Arts Intermix: New York City Electronic Artists resource and distribution <https://www.eai.org/>
- Video Databank: Chicago (Art Institute) resource and distribution <https://www.vdb.org/>
- UbuWeb: educational resource for the avant-garde <https://ubu.com/>
- Internet Archive and the Wayback Machine: <https://archive.org/> | <https://web.archive.org/>

### **Equipment recommended for upper division VCD students to be successful in this course:**

- A Computer with 3.4GHz 6-8 core processor, 16-32GB Ram and 2-4GB GPU or VRAM. (recommended only, various labs around campus have hardware/software to complete this course. You also have access to lab 1.227 after hours.)

### **REQUIRED** Equipment needed to complete the Course:

- iPhone 8 or higher, or supported iPad: photo, video, sound capture (estimated cost \$200)  
(it is very difficult to create Project 2 with an Android phone although there was some success last semester)
- Android 9, or higher, smartphone – with camera capable of capturing 1080p to 4K (24fps preferred) video
- Grip and/or Tripod for Smartphone for extra stabilization - \$9-\$20
- 64GB or higher capacity flash drive - \$7-\$20
- ProCam (iOS, proprietary, \$9.99), or OpenCamera (Android, proprietary, free)
- Other tools and resources will be provided through blackboard, file sharing, and in lecture.

### **Main SOFTWARE (recommended you install these on your personal computer, but provided in lab 1.227):**

- Adobe Aero – an Augmented Reality (AR) application in beta for desktop, stable release on iOS. (proprietary, free)
- Adobe Creative Cloud (essential tools: After Effects, Audition, Photoshop, and Premiere – CC subscription \$19.99/mo)
- Garage Band (proprietary, free) or alternative DAW (list of free alternatives will be provided)
- Blender (Blender 3.3.2 LTS – [from the Blender foundation](https://www.blender.org/) – open source, free)
- RealityScan (for iOS, proprietary, free), or KIRI (Android, proprietary, free)
- Screen Capture Software (list will be provided, free)
- Additional tools will be available via a Web Browser, Google Chrome is recommended.

## GRADING POLICIES

UTRGV's grading policy is to use straight letter grades (A, B, C, D, or F). Your final Grade will be presented as A-F. The structure and outcome of that grade will be determined by your engagement, participate, and other variables within the overall percentage (as described below) will be converted to your Final Letter Grade.

### **YOU CAN ONLY MISS 3 CLASSES. ANYMORE AND YOU WILL NOT RECEIVE CREDIT FOR THE COURSE.**

Attendance (Presence and Participation) will have an impact on your grade – these are complicated times and the course will not always be in person (if at all), but you are required to show up, engage, participate, and check-in.

### **YOU CAN ONLY MISS 3 CLASSES. ANYMORE AND YOU WILL NOT RECEIVE CREDIT FOR THE COURSE.**

SHOW UP (be present) – Attendance is essential to your Final Grade – missing more than 3 classes = no credit for course.

PROJECT 1 Completion, submission, and Inspiration Board: 25% of Final Grade

PROJECT 2 Completion, submission, and Inspiration Board: 25% of Final Grade

PROJECT 3 Completion, submission, and Inspiration Board: 20% of Final Grade

Final Grade PROJECT 4 Completion and submission: 10% of Final Grade

Digital Sketches: 10% of Final Grade

**\*\***(these are essential to learning skills to aide you in succeeding/completing class)**\*\***

Critique and Partipication: 10% of Final Grade

**\*\*\*\*BE THERE ON CRITIQUE DAY\*\*\*\*** If you do not show up on CRITIQUE DAY, your grade will drop by a full Letter / 10 points.

***Blackboard is only used as support, extension, and an expansion to this course. We will be meeting In-Person.***

#### **BLACKBOARD SUPPORT**

*If you need assistance with course technology at any time, please contact the [Center for Online Learning and Teaching Technology \(COLTT\)](#).*

<b>Campus:</b>	<b>Brownsville</b>	<b>Edinburg</b>
<b>Location:</b>	Casa Bella (BCASA) 613	Education Complex (EEDUC) 2.202
<b>Phone:</b>	956-882-6792	956-665-5327

**Toll Free: 1-866-654-4555**

Office Hours: Monday - Friday, 8:00 a.m. - 5:00 p.m.

Support Tickets Submit a Support Case via our [Ask COLTT Portal](#)

#### **24/7 Blackboard Support**

*Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.*

#### **ATTENDANCE:**

***YOU CAN ONLY MISS 3 CLASSES. ANYMORE AND YOU WILL NOT RECEIVE CREDIT FOR THE COURSE.***

***You will need to have an excusable reason for missing class, otherwise. This requires Written Documentation (like a doctors note) or SAS documentation.***

#### **ABSENCE/SICK POLICY:**

*When setting your attendance policy for the Fall semester, please consider COVID-19-related extenuating circumstances in accordance with the [UTRGV Commitment web page](#).*

***Excuseable Reasons for missing class: Personal illness (with Dr's Note), Quarantine / Covid (SAS), Personal medical, dental, optometric or chiropractic appointment (with Dr's Note), Funeral services for a member of the immediate family (limited to one day in the state and three days out of state), Student serving on jury duty (with documentation), Exclusion of illness or medical appointment of a child of whom the pupil is the custodial parent (with Dr's Note), Personal court appearance (requires verification), Prior Principal approval for employment conference, Employment in the Entertainment Industry for a maximum of up to 3 absences per semester, Religious retreat (limited to four hours per semester), Prior approval for reasons which may not be included elsewhere, For the purpose of serving as a member of a precinct board for an election, and For Voting and/or volunteering at a Voter Poll Local/State/National Elections.***

**COVID-19 RESOURCES:** [Recommended on all syllabi.](#)

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Please visit the [Commitment Website](#) for the most up-to-date COVID-19 campus information and resources. The [Commitment FAQ page](#) offers additional guidance to specific questions. To submit a question for the FAQ, please email [WelcomeBack@utrgv.edu](mailto:WelcomeBack@utrgv.edu).

#### **Makeup Work:**

*Work may be made up if you miss for excusable reasons, you may makeup / complete work from the semester. You have 2 days to make up missed work. Otherwise see SAS for longer extensions for making up / catching up on work.*

#### **ACADEMIC INTEGRITY:**

**Please Be Ethical and Responsible.**

**UTRGV POLICY STATEMENTS** The UTRGV disability accommodation, mandatory course evaluation statement and sexual misconduct statement are required on all syllabi. Additional policy statements are optional, such as those covering attendance, academic integrity, and course drop policies.

#### **STUDENTS WITH DISABILITIES:**

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact **Student Accessibility Services (SAS)** for additional information. In order for accommodation requests to be considered for approval, the student must apply using the [mySAS portal](#) and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

#### **Pregnancy, Pregnancy-related, and Parenting Accommodations**

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) should submit the request using the form found at [Pregnancy and Parenting | UTRGV](#).

**Student Accessibility Services staff can be contacted at either campus:**

##### **Brownsville Campus:**

Music and Learning Center building (BMSLC, 1.107), phone (956) 882-7374, email [ability@utrgv.edu](mailto:ability@utrgv.edu).

##### **Edinburg Campus:**

University Center (EUCTR, 108), phone (956) 665-7005, email [ability@utrgv.edu](mailto:ability@utrgv.edu).

#### **MANDATORY COURSE EVALUATION PERIOD: Required on all syllabi. Do not modify.**

Students are encouraged to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

Fall Module 1 (7 weeks)	October 12 – 18, 2022
Fall Regular Term 2022	November 18 – December 7, 2022
Fall Module 2 (7 weeks)	December 7 – 13, 2022

**SEXUAL MISCONDUCT and MANDATORY REPORTING: Required on all syllabi. Do not modify.**

In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student’s time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at [www.utrgv.edu/equity](http://www.utrgv.edu/equity), including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or [OVAVP@utrgv.edu](mailto:OVAVP@utrgv.edu).

**COURSE DROPS:** If you miss too many classes, if you do not complete assigned work, or for any other insubordination, you will be dropped from the class by instructor.

According to UTRGV policy, students may drop any class without penalty earning a grade of DR (drop) until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

**STUDENT SERVICES:** Please seek help if you need it. I have some resources available to help, but it’s best to seek a counselor, confidante, therapist, or someone trained to deal with your needs.

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email ([ucentral@utrgv.edu](mailto:ucentral@utrgv.edu)) or telephone: (956) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. The centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

Center Name	Brownsville Campus	Edinburg Campus
<b>Advising Center</b> <a href="mailto:AcademicAdvising@utrgv.edu">AcademicAdvising@utrgv.edu</a>	BMAIN 1.400 (956) 665-7120	EITTB 1.000 (956) 665-7120
<b>Career Center</b> <a href="mailto:CareerCenter@utrgv.edu">CareerCenter@utrgv.edu</a>	BINAB 1.105 (956) 882-5627	ESTAC 2.101 (956) 665-2243
<b>Counseling Center</b> <a href="mailto:Counseling@utrgv.edu">Counseling@utrgv.edu</a> <a href="#">Mental Health Counseling and Related Services List</a>	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
<b>Food Pantry</b> <a href="mailto:FoodPantry@utrgv.edu">FoodPantry@utrgv.edu</a>	BCAVL 101 & 102 (956) 882-7126	EUCTR 114 (956) 665-3663
<b>Learning Center</b> <a href="mailto:LearningCenter@utrgv.edu">LearningCenter@utrgv.edu</a>	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
<b>University Library</b> <a href="mailto:circulation@utrgv.edu">circulation@utrgv.edu</a> <a href="http://www.utrgv.edu/library">www.utrgv.edu/library</a>	BLIBR (956) 882-8221	ELIBR (956) 665-2005



Center Name	Brownsville Campus	Edinburg Campus
<b>Writing Center</b> <a href="mailto:WC@utrgv.edu">WC@utrgv.edu</a>	BLIBR 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

**IMPORTANT DATES UTRGV / FALL 2022 :** See [UTRGV Academic Calendar](#) for more information / more dates

**Fall Regular Term**

August 29	<i>First day of classes.</i>
September 4	<i>Last day to add a class or register for Fall classes.</i>
September 7	<i>Last day to submit an honors-by-contract form.</i>
November 10	<i>Last day to drop a class or withdraw.</i>
December 8	<i>Study Day – NO classes</i>
December 9-15	<i>Final Exams</i>
December 15	<i>Fall classes end; Official last day of the term</i>
December 19	<i>Grades Due at 3 p.m.</i>

**DEAN OF STUDENTS:**

The Dean of Students office assists students when they experience a challenge with an administrative process, unexpected situation such as an illness, accident, or family situation, and aids in resolving complaints. Additionally, the office facilitates student academic related requests for religious accommodations, support students formerly in foster care, helps to advocate on behalf of students and inform them about their rights and responsibilities, and serves as a resource and support for faculty and campus departments.

[Vaqueros Report It](#) allows students, staff and faculty a way to report concern about the well-being of a student, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies.

The Dean of Students can be reached by email ([dos@utrgv.edu](mailto:dos@utrgv.edu)), phone (956-665-2260), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).



## Project 1 Cinematography and the 4<sup>th</sup> Dimension (Time)

Due Date: TBD

Critique: TBD

**Visual Storytelling with Video (Intro to Video + Compositing 3D Object in Video Scene) Explore Feelings: Video through Light, Color, Motion, Sound & Composition**

**Project 1** is a **standalone video** (with sound design and music composition) combining basics in cinematography (Cell-Phone-based – although any video capturing camera will do) and abstract non-narrative practices. In pre-production, you will plan a video shoot, intentionally choosing, or conceptualizing subject(s). You should find and/or follow subject(s), document the subject(s) through the various techniques discussed in class, and record sound that works in harmony or disharmony with your video footage. You can use a variety of post-production techniques: methods of editing/montage, color correction, color-grades/filters, and audio-filters, even musical composition to build a final 2m:30s-5 minute Cinematic Video Project with Visual Communication.

**Duration: 2 minutes : 30 seconds to 5 minutes (2m:30s – 5m:00s) video for Final Project 1**

Objective Summarized:

Find Inspiration in Film, Video, and Media Arts. Use your intuition and personal experience to build a “concept” to communicate visually and through sound.

**Research: Cinema, Montage, Feelings and Emotions, Catharsis**

Suggestions: Review films / referenced films / have discussions with your peers and class-mates, instructors recommended list of movies for inspiration / to mimic scene or staging or sequencing.

Keywords: Diegetic Sound (sound from the video/film world presented in sequence), Non-Diegetic Sound (music / sound from different scenes / sound effects that are disjointed from the video film world represented), Metric Montage, Rhythmic Montage, Methods of Montage, Video Art, Film, Subject, Concept

Films/Movies to consider (1):

*Blow Up* (Michelangelo Antonioni)

*Un Chien Andalou* / *That Obscure Object of Desire* / or / *Belle de jour* by Luis Buñuel

*THX-1138* (George Lucas), *Mulholland Drive* (David Lynch)

*Twin Peaks* [Season 1 & 2 (TV series), *Twin Peaks: Fire Walk With Me*, *Twin Peaks: The Return* (an 18 hour film in series format) – by David Lynch & Mark Frost]

*La Jetée* (Chris Marker)

*The Crow* (Alex Proyas)

*Frida* / or / *Titus* (Julie Taymor)

*La Bamba* (Luis Valdez)

*Run Lola Run* (Tom Tykwer)

Online Reference: [Ubu Web](#), [electronic arts internix](#) (eai – New York), [Video Data Bank](#) (VDB – Chicago),

Streaming content: youtube, netflix, hulu, etc. your social media feed to some extent... Book Reference (if we had a textbook for Proj1 it would be this): Transcendental Style in Film: Ozu,

Bresson, Dreyer by Paul Schrader, especially names of artists & filmmakers in Non-Narrative Map (see Video Motion PDF).

## Project 1 Calendar

### Week 1: Intro to class, GarageBand tutorial, Blender Tutorial Shots & Motion, and Montage

Tuesday ( ): Hello World, Hello Class! - Syllabus and what is this class.

Thursday ( ): Shots/Motion/Montage Presentation, Blender Tutorial, Garageband and n-Track DAW Tutorials.

A more [Rhythmic Trailer](#) for Girl with the Dragon Tattoo – cuts mostly based on content / action

A more [Metric Trailer](#) for the Girls with the Dragon Tattoo – cuts based on a measurement of frames

### Naming Conventions

LastName\_FirstName\_DemoName.fileformat Ex)

Stanley\_Jeffrey\_FreshTunes.mp3

Rodriguez\_Cynthia\_4GeometricObjects.png

### Assignments:

1) GarageBand (or n-Track Studio) DAW Demo .mp3 file format,

2) Blender (4 Geometric Objects) Modeled and Render (.png file format)

Demo 1&2 Due by end of day (11:59pm)

3) 10 Video shots on your cellphone with 2 subjects: a main subject and a “counter” subject” Video Shots can each be 5-10 seconds in length

Make sure you have these shots and Premiere Pro downloaded on your computer before class starts

### Week 2: Test Shots, Metric and Rhythmic Montage (PDF Lecture), Premiere Pro Demo

Tuesday ( ): Overview of Rhythmic and Metric Montage, Premiere Pro Tutorial, Rhythmic and Metric Montage Examples. Have Premiere Pro and your shots on your computer before class starts. Examples of storyboards and inspiration board for project 1.

**Assignment: Questionnaire and Tech Survey DUE before class (4:30pm)**

Thursday (Sept 8<sup>th</sup>): Audition Tutorial – Record sounds on your phone or computer (if you have mic input), then Edit and Manipulate these sounds in Audition. SoundTrack, Sound Effects and Musical Composition. We will add these to our Montage demos. Examples of storyboards sketches vs photos with drawings and notes: inspiration board for project 1.

### Assignments:

1) Two (2) Examples of Montage: one (1) Metric and one (1) Rhythmic with sound

Demos Metric – both can be 30 seconds in length

Due Monday, (11:59pm)

2) 20 Storyboards (it's ok if they are sketches right now) to start Proj 1 Inspiration

Board Due at 4:30PM – bring to class

### Week 3: PostProduction Explained + PreProduction in Progress

Tuesday ( ): Watch your Montage Examples. Discuss Storyboards briefly. We will review everyone's work and talk about how to form visual relationships.

Blender Tutorial – Geometry, Lighting, and very simple Animation. Exporting Blender animation to PNG Sequence. AE and your montage. Color Grading vs Color Correction. Discussing video formats.

Thursday ( ): Color Continued. Premiere Pro Color Correction and Color Grading. Add a sound effect to your CGI (Computer Generated Image – blender png sequence) in your montage demo. Video formats continued, explained. Export this new sequence and submit to class folder.

(Week 3 continued)

Leveling up Inspiration Boards: How do we conceptualize a non-narrative video? I will Demonstrate what happens when you lose a file editing in Premiere Pro (in-class). Pre-Production – the up-side, things may happen serendipitously, moments may be captured or recorded you didn't plan for, but the down-side: you may run into unforeseen problems capturing footage, this is a new experience for you, learn from mistakes made, continue to grow.

#### **Assignments:**

- 1) Watch from beginning to end a film or video art piece you have never seen – from course references: isolate a scene or scenes for inspiration and write about this in your (updated) Inspiration Board.**
- 2) Watch your favorite film from beginning to end and isolate a scene or series of scenes for inspiration. Find your true subjects (objects, animals, people, things?). Document findings in Inspiration Board.**
- 3) Add more detail to your Inspiration Board: Subject, Shots, Sequence, Sound**
- 4) Record 5 audio recordings and 5 shots for Project 1**

**Assignments 1-4 Due [REDACTED] end of day (11:59pm)**

#### **Week 4: PreProduction to Production**

Tuesday ([REDACTED]): Sound again, discussion in class about sound. Harmony, Disharmony, and a little background about musical composition – especially chords. Back to Digital Audio Workstations (Garageband & n-Track). Discuss in groups how color affects mood, emotion, senses, and style. Starting the Project with sound. Inspiration out of sound you record, manipulate, compose. Review your production status one-on-one. Continue collecting footage/shots.

Thursday ([REDACTED]): Check in about shots and progress. Process and Questions. Any other demos needed? Work Day rest of day.

#### **Assignment:**

- 1) Collect Footage/Shots, Sound, Complete Music, Edit, Continue Production of Project 1. Try to collect 10 minutes of video, 5 minutes of sound, and create a soundtrack of 1 min in duration.**

**You will want to complete half of your project by end of day [REDACTED]**

#### **Week 5: Production to PostProduction to completion**

Tuesday ([REDACTED]): Start building the montage of your final video. Try to complete half of the video by end of the day. Blender Tutorial / After Effects PostProduction walkthrough again in needed.

Thursday ([REDACTED]): Progress review, discuss one-on-one if needed. Where are you? Struggles? Issues? Completing the Project? Any final walkthroughs if necessary. Export in Premiere Pro one more time.

#### **Assignment:**

- 1) Complete Project 1 Final Video - submit by Monday, [REDACTED] end of day (11:59PM)**
- 2) Submit your completed Project 1 Inspiration Board in PDF format Submit by Monday, [REDACTED] end of day (11:59PM)**

#### **Week 6: Project 1 CRITIQUE & Project 2 Overview and Start**

**Tuesday ([REDACTED]): PROJECT 1 CRITIQUE at start of class.** Project 1 Debrief.

Project 2 (Weeks 6-10)

## **PROJECT 2 GEOMETRY and DESIGN PRINCIPLES in an ENVIRONMENT**

**Due Date:** [REDACTED] (end of day 11:59PM)

**Critique: During Class** [REDACTED]

### **AUGMENTED REALITY (AR) ENVIRONMENT**

**Explore Identity: Video through Spatial Montage in an Augmented Reality Environment**

**Research Topics: Products, Logos, Avatars, Brands, Metaverse, AR, Adobe Aero**

**Your Brand, Your Logo, How you want to be presented. Product Mockups and Pure Creativity as Design. You can take this in a Commercial direction or an Anti-Commercial direction.**

**Asset Requirements: 10-20 Objects (3D models, 2D png sequence animations, static 2D png images)**

**Animation Duration: 10seconds to 1minute (00m:10s – 1m:00s)**

**Presentation Duration: 2.5 to 5 minutes (02m:30s – 05m:00s)**

#### **Reference:**

[CARNE y ARENA](#) (2018) by Alejandro G. Iñárritu (VR experience trailer)

[Meow Wolf](#): Sante Fe NM, [Las Vegas NV](#), other locations, Austin (SXSW 2018)

[Virtual Exhibitions](#) (Artnet article – [another artnet article about virtual art](#))

[The Influence Machine](#) (2000 / ongoing) by Tony Oursler

[Jenny Holzer's Work](#) describe and in context

[Immemory](#) (Chris Marker) – Interaction and narrative thread

Videos by various artists: <https://currentsvirtual.com/Videos-Portal>

[Ubu Web](#)

[electronic arts internix](#) (eai – New York)

[Video Data Bank](#) (VDB – Chicago)

More when we get there...

### **Project 2 Calendar**

#### **Week 6: Project 2 Overview and Start**

Thursday ([REDACTED]): Project 2 outline overview. Design Principles for Project 2. Blender Geometry tutorial part 2. Photoshop, Illustrator, and building compositions for use in After Effects. Design and Concept.

#### **Assignment:**

**1) Build 2 Compositions in Photoshop, 1 Composition in Illustrator, and sketch a concept for a 4<sup>th</sup> composition to be built only in After Effects. Base your 4 Design Compositions on the 4 “concepts” of Elegant, Messy, Anger, Compassion.**

**Submit Monday, [REDACTED] end of day (11:59pm)**

#### **Week 7: Video Vignettes**

Tuesday ([REDACTED]): Use our Photoshop, Illustrator, and After Effects Design Compositions to build 4 video Vignettes. Based on Elegant, Messy, Anger, and Compassion. File Formats explained. After Effects Tutorials, various tools.

Thursday ([REDACTED]): After Effects Tutorials continued. Blender Tutorial building blender geometric objects for each Video Vignette Composition (4 Blender Objects separate files – still png or png sequence). Formats and programs explained. Exporting from After Effects.

#### **Assignment:**

**1) Submit your 4 video vignettes in .mp4 file format [REDACTED]**

### **Week 8: Yourself and Aero**

Tuesday ( ): Review Video Vignettes. Discuss Sound Research, Logo, Brand, Target Audiences, Product, Commercialization, and your Environment (physical environment for presentation of Project 2. What form the Inspiration Boards should be for Project 2. Design Principles again. Sound and Visual Genres. Finding your voice in Form. (Awareness) Researching Yourself and peers. Adobe Aero Walk- through.

Thursday ( ): Research topics Continued. Adobe Aero Tutorial: What is Adobe Aero. Blender to Aero, Dimension to Aero, After Effects (png sequence) to Aero.

#### **Assignments:**

- 1) **Inspiration Boards for Project 2 concepts**
- 2) **Your Logo**
- 3) **Your Avatar**
- 4) **5 other new assets for Project 2 (photos, AE sequence, digital images) Due Monday, end of day (11:59pm)**

### **Week 9: Yourself and Aero Continued**

Tuesday ( ): Discuss Projects one on one. Discussing Location. Adobe Aero Preview Screen Recording and Microphone Recording. Make short presentations with the Preview recording feature.

#### **Assignment:**

- 1) **Submit a Video Walkthrough of your Progress and Process in Aero Due end of day (11:59pm)**

Thursday ( ): Continue to build project 2 Assets Consider Sound and Placement in your Environment. Consider sound and the Placement of virtual objects in your Environment.

#### **Assignment:**

- 1) **Continue to make progress on your Project – Submit another Video Walkthrough Presentation in Aero Due end of day (11:59pm)**

### **Week 10: Complete Project 2 and CRITIQUE!!!**

Tuesday ( ): Complete Project 2. We will cover how to share the links and your final video Walkthrough of the Project 2 Finished.

#### **Assignment:**

- 1) **Project 2 complete and submit final Video walkthrough of Completed Project 2 before class (1:30pm)**

**: PROJECT 2 CRITIQUE in class. Project 2 Debrief**

#### **Assignment:**

- 1) **Complete and Submit Project 2 Inspiration Boards. Contemplate your choice for your Project 3 Research Topic (Eco-Commercial) Due end of day (11:59pm)**

Project 3 Calendar (Weeks 11-13)

## PROJECT 3 LOGOS, PATHOS, & ETHOS in a COMMERCIAL

**Due Date and Critique: submit before and during class**

### **Eco-Centric Commercials**

**Explore Ecology: Through a short story or narrative in commercial format.**

**Duration:** 30 seconds to 1 minute : 30 seconds (00m:30s – 1m:30s)

**Research Topics (choose 1):** Ecology and Food Ethics, Ecology and MetaEthics, Ecology and Technology, Ecosystems and the Aerospace Industry, Ecosystems and RGV, Ecosystems and Marine Life, Earth and Space, Ecology and Voting, Ecology and Transpersonal, The Anthropocene (Ecology and Humans)

References:

[The Extraordinary Life and Times of Strawberry](#) (2020) NRDCflix

[NRDCflix](#) – Natural Resource Defense Council NRDC youtube channel

[Apple – Inclusion & Diversity – Open](#) (2017) Apple

[Trees](#) (2021) Alejandro G. Iñárritu (film, 3D and IMAX experience trailer)

[Introducing Amazon Go](#) (2016) Amazon

[Playlist of NonProfile Videos](#) – youtube playlist

[Documentary Now](#) (series, Season 1 Playlist 2015) Bill Hader, Fred Armisen, and Seth Meyers

[The Owl's Legacy](#) (5/half hour documentary Chris Marker) – for the real narrative deep dive

[Cave of Forgotten Dreams](#) (2011) by Werner Herzog

[The Killers AmexUnstaged](#) (2013 mini doc) by Werner Herzog

[Ubu Web](#)

[electronic arts internix](#) (eai – New York)

Project 3 Calendar

### **Week 11 Project 3 – Commercial vs Anti-Commercial**

Tuesday ( ): Overview of Project 3. Examples of Project 3 (or inspiration for Project 3 – Commercials, Short Documentaries, Movie Trailers, Non-Profits). Cover Research Topics and Objectives for the project. Tips on research (how, where, what, why, who?). Select your Research Topic for Project

3. Objective and Look of Inspiration Boards for Project 3. Ethical use of Creative Commons Stock Footage.

**Assignment:**

**1) Select your Research Topic for Project 3**

**Due before class (4:30pm)**

Thursday ( ): Start working on your Inspiration board in class. Class Discussions about Research / Project inspiration. How to make Research something digestible in this Commercial?

**Assignment:**

**1) Complete your Research for Inspiration Boards Phase I (research phase) Due end of day (11:59pm)**

### **Week 12 Sound and Genre in a Commercial**

Tuesday ( ): Sound and visual Style – Genres in a commercial. What does that look like? Discuss your inspiration boards one-on-one. Research Phase II Genre of commercial and relationship of Visual Genre and Musical Genre (cinema style musical genre – is it all the same, what can you push and pull out of these relationships).

(Week 12 continued)

Thursday ( ): Inspiration boards Phase II in class: Storyboard, Idea/Concept, and Content. Text? Voice? Objects? Video? Stock Footage? Start building and making assets if you get there.  
**Submit Proj3 Inspiration Boards Phase II in class.**

**Assignment:**

- 1) Collect and shoot footage, or build assets for Project 3 as much to finish project(?) Due end of day (11:59pm)

### **Week 13: Completing Project 3 and CRITIQUE**

Tuesday ( ): Continue to work on and Complete Project 3

**Assignment:**

- 1) Complete and Submit Project 3  
Due before class (4:30pm)

Thursday (Nov 24<sup>th</sup>): **Project 3 Critique in Class.** Project 3 Debrief. Project 4 Overview.

**Assignment:**

- 1) Complete and Submit Project 3 Inspiration Board
  - 2) Sign up for free [Wix.com](https://www.wix.com) website
- Due end of day (11:59pm)

Project 4 (Week 14-Finals)

## **Project 4**

**Website**

**Due and Critique during Finals Week (appropriate time during )**

**Contain your work in a webpage using [Wix](https://www.wix.com)**

References:

Artist and Designer Websites (list TBD)

### **Week 14**

Tuesday ( ): Wix website builder Tutorial: Import videos, Import content, build website.

Thursday ( ): Work on Project 4 / Complete Project 4

### **Week 15**

Tuesday ( ): Complete Project 4 / Potentially Critique of Project 4

Thursday: No Class

Finals Week: Potential Critique of Project 4