



ARTS 4336 01: Multimedia & Emerging Design

SYLLABUS

FALL 2023

Fall 2023 202410 – Arts 4336 / 29416

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ARTS 4336 01: Multimedia & Emerging Design Syllabus Snapshot



Hello Class! My name is **Jeffrey Stanley**, your instructor, and I am excited to explore **Emerging Design Practices** with you. This will be a challenging, yet exhilarating Journey of **Creativity**, Video Production, Experimentation, Research, Interaction, Design, and Reflection.

You can reach me at jeffrey.stanley@utrgv.edu with **questions, ideas, feedback, or suggestions!**



We will meet virtually online during our designated meeting time **via Zoom**. Each Tuesdays and Thursdays 4:45PM-7:25PM.

Zoom Meeting ID: 850 9518 1707

[LINK TO ZOOM MEETING](#)

Passcode: 123456

Please submit **Assignments** or **Projects** by the Deadline / **Due Date**. Our assignments and coursework will be delivered and communicated through **Zoom**, **email**, and **Blackboard**. The Course Schedule is tentative, check all official correspondence (emails from me, Blackboard Weekly Modules, etc) for changes to the schedule.



Our plan is to develop **Video**, **Multimedia**, **Interactive**, and **Research-Based Design Projects** with **Emerging Media Technology**.

How to be **successful** in this course: **Show Up!** Do the Work. **Try Your Best**. (Remember, Our Work in this Field is a Practice.) **Communicate** with me when you are struggling. **Celebrate** along the way! **You can do this!** We're going to have a great semester!!!



Keep reading below for full details regarding our course and important UTRGV policies and resources...



ARTS 4336 01: Multimedia & Emerging Design

SYLLABUS FALL 2023

Fall 2023 202410 – Arts 4336 | 29416

Course Information

Days | Time: Tuesdays and Thursdays | 4:45PM – 7:25PM

Location: Online | Meeting via Zoom

Course Modality: Online Synchronous Courses (OSYNC)
We will meet via Zoom the entire duration of this course. [LINK HERE](#)
Zoom Meeting ID: 850 9518 1707 | Passcode: 123456

Course Color: #627D00 | Avocado | 

Instructor Information

Instructor Name: Jeffrey Stanley (he/they, him/them, jcs, professor)

UTRGV E-mail: jeffrey.stanley@utrgv.edu

Office Phone: N/A

Office Location: via Zoom (Meeting ID for Office Hours: 833 5778 6694 | or | [Link Here](#))

Office Hours: Fridays – By Appointment Only

Regarding (Official Course & UTRGV) Communication: Please, do not hesitate to email me to schedule an office hours appointment, or send me questions. I am only available Fridays by appointment only. Use official communication through the **UTRGV.EDU Outlook email** to contact me. Do not message me through Blackboard, as I will most likely never see those messages. I will respond to you via email within 48 hours.

Welcome and Teaching Philosophy

Hello World & Welcome to ARTS 4336! I am excited to be your instructor for this class.

We will explore Video, Emerging Media Technology, and Exciting Concepts and Professional Practices to add to your design practices skills set and portfolio. My philosophy for teaching takes an interdisciplinary approach using Media Arts, Design, and Industry Standards engaged with expanded tools and technical processes such as Augmented and Expanded Reality, Artificial Intelligence and Machine Learning, and Computer Vision. I will encourage you to think beyond Design (as you know it) and see a larger global picture. We will cultivate a safe environment to collaborate and experiment.

Imagination and creativity are the driving forces of this course while we complete 3 video-based projects collectively (in class – learning and building) and individually (through your own research, development, and implementation). This course demonstrates through lectures and tutorials – a practice of video production, motion design, 3D modeling, interactive design, and augmented reality (AR) with a holistic approach (interconnected, gaining awareness, and seeing a bigger picture).

Course Description, Prerequisites & Course Modality

Course Description

Multimedia & 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 will be introduced to the basic hardware and software tools used in the industry. Program logic and problem-solving techniques within the context of various creative tools are explored through the completion of cinematic video, motion design, 3D modeling, AR app development, a portfolio website, and various multimedia projects.

Emerging

We are still under construction for a precise and cohesive vision for Emerging Media Design. This is bound to fluctuate over time and possibly over this course. We will integrate Video Production, Motion Design, 3D Design, Augmented Reality (AR), Product Design, and Ecology-Centric Commercial.

Sustainability (Eco-Centric Commercial)

This course will be designated with Sustainable Development in the future, but for now, we are taking a proactive Sustainability Practices Approach conceptually. We will investigate Ecology of the Design World and Emergent Possibilities for developing New Clients, New Career Practices, and New Ways of Working. We will avoid Greenwashing (the act or practice of making a product, service, etc. appear to be more environmentally friendly or less environmentally damaging than it actually is) - this will be more of a high-concept project.

Prerequisites

Grade of "C" or better in ARTS 2331 Visual Communication Design I
or ARTS 3331 Visual Communications

We will work many Digital Software Tools: a good understanding of the Adobe UI will be a benefit.

Course Modality

We will meet online during our scheduled time via Zoom. Meeting ID: 850 9518 1707 & code: 123456
Attendance is mandatory, non-negotiable.

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

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 Assignments & Expectations

Course Assignments

0) Sound and Vision - Multimedia Design Sketches : Digital sketches, short weekly assignments used as building blocks for technical skill that we cover throughout the course, to complete the Main Projects. Examples: DAW music track demo, Blender demo, 4 Motion Design Tests, Presentation Walkthroughs.

Main Projects

1) Project (1) One: Cinematic Video (Explore Feelings | Explore Video Properties)

Project Synopsis: Experimental video where we explore the properties of video (Light, Color, Motion, Sound & Composition), and visual communication / visual storytelling of cinema, plus we will learn to add 3D objects composited into the completed Cinematic Video.

2) Project (2) Two: AR Environment (Explore Yourself | Explore Spatial AR Environment)

Project Synopsis: Interactive Design and Brand Storytelling in an Augmented Reality Environment and Presentation that focuses on your Personal Brand, Product, or Design Agency.

3) Project (3) Three: Eco-Commercial

(Explore Ecological Systems | Explore New Commercials)

Project Synopsis: A 30 second to 1m:30s Commercial focusing on an Ecological Product, Service, Organization, or Sustainable Conservation.

4) Project (4) Four: Portfolio Website (A place to contain it all)

Project Synopsis: A portfolio website built to demonstrate the Projects and Skills you acquired through this course. (This can be a new page added to your existing website, or a website dedicated to your work in this course with more of your Design Skills from your time at UTRGV). If you are making a new site, we will use a website builder such as WIX.

Course Expectations

Our main expectation should be to build a community and learn collectively. I want you to ask questions and I want to be as transparent about what we're trying to achieve, as much as possible.

Beyond that to receive an A in this course, your responsibilities include: Attend Course Meetings, complete Assignments and Major Projects by the Deadline indicated via schedule, or announcements via email), and attend Major Project Critiques.

Student Learning Objectives | Outcomes For This Course

With the completion of this course, ARTS 4336, you will be able to:

- Develop workflow with Video Production, along with Audio Production, using best practices and standards.
- Develop work at the intersection of Visual Communication and 3 Methods of Storytelling: Visual Storytelling, Branding Storytelling, and Emergent and Transformative Storytelling.
- Create 3D Design Content and Implement 3D Design in Compositing Video and Augmented Reality Projects.
- Conceptualize Larger Projects through Research, Development, and Implementation.
- Develop an Augmented Reality (AR) Environment for Staging Designs and Presenting New Ideas.
- Storyboard, Research, and Produce Commercials.
- Promote yourself and your work (and use a website builder to showcase your work)

We will explore other emergent and digital tools (see below for more information).

STUDENT LEARNING OBJECTIVES FOR CORE CURRICULUM REQUIREMENTS

A Bachelor of Fine Arts with Graphic Design Concentration at UTRGV prepares students for serious professional work in the field. The curriculum emphasizes concept development and application, work with clients and professional development, including the establishment of a working portfolio. Students who graduate from the program are equipped for a broad range of practices in the design field such as video production, photography, motion design, multimedia design, art direction, emerging technologies such as AI / ML, augmented reality, 3D design, product design, online publication design, web design, UI design and UX Design, and other services in a variety of settings. UTRGV Graphic Design alumni follow a wide range of individual paths, including running their own design studios, working for large corporations or specializing in multimedia & emerging design. Some students also choose to earn a master's degree in the field, opening many possible horizons.

Standards of Student Learning Outcomes Completing ARTS 4336 Course

The student learning outcomes will also be expected to match the outcomes set by the Texas Higher Education Coordinating Board (THECB) for the core area in questions. To match the SLO with the THECB requirements, I will also teach the course by focusing the following five aspects.

Critical Thinking Skills: Through the research, development, and implementation of each project, we will learn analytical thinking, and best practices for Multimedia & Emerging Design technical and conceptual processes.

Communication Skills: Visual communication, visual storytelling, public speaking, and other tools will be provided for our practice in Video and Emerging Design.

Empirical & Quantitative Skills: All Main Projects have a final video output and goal associated with completion of the project. We will define the problems, develop plans, research, and analyze possible outcomes, before implementing individual solutions.

Collaboration & Teamwork: Collaboration and Communication between peers is encouraged. Please, clearly communicate what each student has contributed to the project. Share responsibilities and coordinate with each other for effective teamwork and productive efforts can be made. If a presentation is the final outcome, you must share half of the final presentation workload.

Personal Responsibility: Students are responsible for assigned works including small digital sketch assignments, major projects and journals designed to help develop those projects successfully, and participation and showing up. We are to complete the works by the deadline, and meet all requirements and objectives for each project (see Project Overviews and Course Lectures).

Assessment of Learning

I grade based on your output and the efforts you make to refine and develop your personal design choices and implementation. I will provide feedback within a week of the assignment, or project is submitted.

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.

ALL OF OUR WORK WILL BE SUBMITTED VIA A COURSE ONEDRIVE SHAREFOLDER (location / links provided via blackboard)

Course Grading Policies continued

Grades for Assignments:

0) Sound and Vision - Multimedia Design Sketches: Grade based on completion of assigned sketch, whether submitted by deadline.

Multimedia Design Sketches account for 10% of your Final Grade.

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

Main Projects have a higher weight on our final grade.

1) Project 1 (Cinematic Video) Completion, submission and Project Journal 1: Weeks 1-5
Project 1 is 25% of Final Grade

2) Project 2 (AR Environment) Completion, submission, and Project Journal 2: Weeks 6-11
Project 2 is 25% of Final Grade

3) Project 3 (Eco-Commercial) Completion, submission, and Project Journal 3: Weeks 11-15
Project 3 is 20% of Final Grade

4) Project 4 (Web Portfolio) Completion and submission: Ongoing | Weeks 12-16 (finals week)
Project 4 is 10% of Final Grade

5) Critique and Participation: You will be asked to attend all Critiques for Major Projects, which you should engage and participate in conversation of your peers works. We will have group discussions, and Feedback Forms (3 per critique). Your participation will also be gauged based on the effort and quality of output of assignments and projects. **SHOW UP** (be present) – Attendance is essential to your Final Grade – missing more than 3 classes = no credit for course.

Critique and Participation is 10% of your Final Grade

****BE IN ZOOM MEETINGS ON CRITIQUE DAY**** Non-negotiable.

UTRGV's grading policy is to use straight letter grades (A, B, C, D, or F) (no + or -).
Final Letter Grade:

A = Excellent (You demonstrated substantial effort into your work)

B = Very Good (Above Average)

C = Average (You Pass and Receive Credit for this Course)

D = Below Average (You Pass, but you DO NOT Receive Credit for this Course)

F = Fail

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

Blackboard is only used as support, extension, and an expansion to this course. Most of our work developing an understanding of what we're trying to achieve will be done during class via Zoom. Additionally, even though this is a 'studio' course, you will be expected to work on your projects outside of class.

**ALL OF OUR WORK WILL BE SUBMITTED VIA A COURSE ONEDRIVE SHAREFOLDER
(location / links provided via blackboard)**

Required Readings and Technology Needs

Required Readings

All Required Reading will be presented in PDF format, or URL links to external webpages made available in weekly modules on Blackboard, or through email (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

Technology Needs

Computer Equipment REQUIRED for upper division VCD students to be successful in this course:

- A Computer with 3.4GHz 6-8 core processor, 16-32GB RAM and 4GB or more GPU / VRAM. (if you do not own / cannot purchase a computer with these specifications, UTRGV has various labs around campus have hardware/software to complete this course. You also have access to lab 1.227 during class, or after hours.)

Additional REQUIRED Equipment needed to complete the Course:

- iPhone 8 or higher, or supported iPad: photo, video, sound capture (estimated cost \$200) *Project 2 ***(it is very difficult to create Project 2 with an Android phone although there was some success in past semesters)**
- Grip and/or Tripod for Smartphone for extra stabilization - \$9-\$20
- 64GB or higher capacity flash drive - \$7-\$20 (store your projects on reliable physical drive)
- 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 (required you install/use these to complete the course, available in lab 1.227):

- **Adobe Aero** – an Augmented Reality (AR) application stable release on iOS, and beta desktop environment for Windows or MacOS. (proprietary, free)
- **Adobe Creative Cloud** (essential tools: **Premiere Pro, After Effects, Audition, Photoshop**, etc – CC subscription \$19.99/mo)
- **Garage Band** (iOS, proprietary, free), or alternative Android/Desktop **DAW**, or **Soundful.com**
- **Blender** (Blender 3.6 LTS – [from the Blender foundation](#) – open source, free)
- **RealityScan** (iOS, proprietary, free), or KIRI Engine (Android or iOS, proprietary, free)
- **OBS Studio** or other Screen Capture Software (list will be provided, free)
- Additional tools will be available via a Web Browser, Google Chrome is recommended.
- Recommended: [Processing](#), [RunwayML](#), [NightCafe](#), [TensorFlow.js](#), [Adobe Firefly](#), [Move.ai](#), [ml5](#), etc...

Resources

Resources for Design

- dribbble: <https://dribbble.com/resources/>
- Wallpaper: <https://www.wallpaper.com/>
- eye magazine: <https://www.eyemagazine.com/>
- stir: <https://www.stirworld.com/>
- Slanted Magazine: <https://www.slanted.de/>
- CreativeBlok: <https://www.creativeblok.com/> (great archive including Computer Art Magazine)
- Communication Arts: <https://www.commarts.com/>
- Dexitner (design blog and database): <https://www.dexitner.com/>
- Interactive Design Foundation: <https://www.interaction-design.org/>

Resources Emerging Design and Generative Tools

- AI Artists: <https://aiartists.org/> | + site resources
- OpenAI, Dall-e and ChatGPT: <https://openai.com/>
- SparkAR, now known as Meta Spark: <https://spark.meta.com/>
- OpenXR: <https://www.khronos.org/openxr/>
- OpenUSD: <https://openusd.org/release/index.html>
- NVIDIA Omniverse: <https://www.nvidia.com/en-us/omniverse/>
- Jordan Wolfson (Robotics Artist): <https://www.jordanwolfson.org/>

Resources for Video, Cinema, and Video Art

- Electronic Arts Intermix, New York City Electronic Artists resource: <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/>
- NYFA (New York Foundation for the Arts – Funds available to more than NY Artists):
- Rhizome: <https://rhizome.org/>

More Research Resources

- Internet Archive and the Wayback Machine: <https://archive.org/>
- The Wayback Machine (see the past of the internet, see erased content): <https://web.archive.org/>
- UTRGV Libraries: <https://www.utrgv.edu/library/>
- [UTRGV Interlibrary Loan](#)
- JSTOR (Open Access w/ UTRGV account): <https://www.jstor.org/>
- MIT Media Lab: <https://www.media.mit.edu/>
- Open Educational Resources on [UTRGV Libraries page located here](#).
- [Art and Design Resources](#) on edX
- NYFA (New York Foundation for the Arts, funds/opps than NY Artists): <https://www.nyfa.org/>
- College Art Association of America, Inc: <https://www.collegeart.org/>
- The Brant Foundation: <https://www.brantfoundation.org/>
- read articles (without UTRGVid): <https://12ft.io/>

Art and Design Exhibition / Venues

- [Gallery, A Literary & Arts Magazine at UTRGV](#)
- [UTRGV Campus Galleries](#) (Edinburg & Brownsville)
- IMAS Edinburg: <https://theimasonline.org/>
- Brownsville Museum of Fine Art: <https://bmfa.us/>
- Brownsville Historical Association: <https://www.brownsvillehistory.org/>
- [Búho Brownsville Bookstore](#) / book café / venue
- [MATC](#) (Museo de Arte Contemporáneo de Tamaulipas), Matamoros
- Laredo Center for the Arts: <https://www.laredoartcenter.org/>
- Art Center of Corpus Christi: <https://www.artcentercc.org/>
- MARCO (Museo de Arte Contemporáneo de Monterrey): <https://www.marco.org.mx/en/>
- [Blue Star Art's Complex](#), San Antonio TX
- [Ruby City](#) and [Artpace](#) ([Linda Pace Foundation](#)) in San Antonio
- Blanton Museum of Art: <https://blantonmuseum.org/>
- The Contemporary Austin: <https://thecontemporaryaustin.org/>
- [Museum of Human Achievement](#) and [Co-Lab Projects](#) in Austin TX
- CAMH (Contemporary Arts Museum Houston): <https://camh.org/>
- MFA Houston (Museum of Fine Arts): <https://www.mfah.org/>
- The Menil Collection (Houston TX): <https://www.menil.org/>

Tentative Course Calendar

Let's do this!

ALL OF OUR WORK WILL BE SUBMITTED VIA A COURSE ONEDRIVE SHAREFOLDER
(location / links provided via blackboard)

Notes on schedule:

Before Class = by 4:35PM day of class | End of Day = by 11:59PM of that day | Submit = Due

Observe Naming Convention when submit work: Lastname_Firstname_AssignmentName.fileExtension

Example with Color Palette (week 2 assignment with appropriate ext .PNG):

Stanley_Jeffrey_ColorPalette.PNG | Rodriguez_Cynthia_AmazingColorPalette.PNG

Week, Date, Theme/Topic Learning Objective	Objectives	Tutorials	Task / Assignments Due
Week 00 Days before class	Download & Install Blender Download & Install VCV Rack 2 (Free Version) Complete Tech Survey		0_1 - dwnld & Install Blender and VCV Rack 2 Before Class, Tues_Aug29 4:45PM 0_2- Complete Tech Survey , Before Class, Thur_Aug31 4:45PM
Week 01 Aug 29 Tuesday 4:45PM-7:25PM Aug 31 Thursday 4:45PM-7:25PM What is Multimedia & Emerging Design? Project 1 (Cinematic) Video +Blender	What is this course? Course Intro Video Intro Overview, Lectures, Tutorials, and first assignments. Covering Output for Project 1: Video Sound 3D Open Source Software vs Proprietary Software	- Blender 3D - Making Sound & Making Music - Video Cinema Design (How does this relate?) - Camera Operation Videography Composing Shots	1_1 - 10 Video Shots before Thursday_Aug31: See Blackboard for Details Bring Thursday_Aug31 1_2 Complete Tech Survey (link above) 1_3 - Install Premiere Pro on your computer Before Class Thur_Aug31 1_4 - 4BlenderObjectScene Due Monday_Sept04 end of day (by 11:59PM) 1_5 – 10 Additional Shots captured over the weekend: See Blackboard for Details Bring to Class Tuesday_Sept05

<p>Week 02 Sept 05 Tues 4:45PM-7:25PM</p> <p>Sept 07 Thur 4:45PM-7:25PM</p> <p>Video - Stages of Production: -Planning -Capturing -Editing</p> <p>Organizing Our Projects</p>	<p>Project 1: Cinematic Video in Detail</p> <p>What is a Storyboard? Visual Communication for Cinema Video</p> <p>Relationships between Subject, Environment, and Camera</p> <p>Montage vs Editing</p> <p>Expectations for Project Journals</p>	<ul style="list-style-type: none"> - Motion Composition Video Properties - Montage Examples and How to do it - Storyboarding Visual Storytelling - Project Journal for Main Pr 1 Cinematic Video 	<p>2_1 - 5 Audio Clips Capture Sound (test) from an Environment for Audio Editing Bring to class Tues_ Sept12</p> <p>2_2 - Project 1 Cinematic Video Concept and a 25 Thumbnail Storyboard to Start the Project Submit Before Class, Tuesday Sept12</p> <p>2_3 - Create a Color Palette 2 sets of 5 colors (10 total) (Color Picker & Name Op1 or Color Namer op#2) Submit Before Class, Tuesday Sept12</p>
<p>Week 03 Sept 12 Tues 4:45PM-7:25PM</p> <p>Sept 14 Thur 4:45PM-7:25PM</p> <p>Sound and Moving Image</p> <p>Conceptualizing & Developing Our P1 Cinematic Video</p>	<p>Music / Mood * Explore Feelings Music & Image working together</p> <p>Metric Montage</p> <p>Rhythmic Montage</p> <p>Color Correction & Color Grading</p> <p>Group Discussion - Storyboards</p>	<ul style="list-style-type: none"> - Soundful.com Generative Music Tutorial - Metric / Rhythmic Separate Sequences Tutorials - Blender Compositing Tutorial - Audio Mix Tutorial 	<p>3_1 - Generate or Compose a Music Track (resources tb provided) Submit before class Thursday Sept14</p> <p>3_2 - Metric and Rhythmic Montages - Submit Before Class Tues_Sept19</p> <p>3_3 - Create Project 1 Journal v 1.0 Submit Before Class Tues_Sept19</p>
<p>Week 04 Sept 19 Tues 4:45PM-7:25PM</p> <p>Sept 21 Thur 4:45PM-7:25PM</p> <p>Discuss Project 1 Mixed Montage Blender Comp.</p>	<p>Blender Compositing & a Combined Metric and Rhythmic Montage</p> <p>One-on-One Discussion Project 1 Journals</p>	<ul style="list-style-type: none"> - Blender Compositing Tutorial - Color Grading & Mixed Montage Tutorial Premiere Pro 	<p>4_1 - Complete and Submit Mixed Montage w/ Blender Composite Before Class Tues_Sept26</p> <p>4_2 - Start Production on Project 1 (Details via Blackboard) - Bring to Class Tues_Sept26</p>

<p>Week 05 Sept 26 Tues 4:45PM-7:25PM</p> <p>Sept 28 Thur 4:45PM-7:25PM</p> <p>Completing Project 1</p>	<p>Steps of Production as you Continue and Complete your Project 1 Cinematic Video</p> <p>Project 1 Peer Review Feedback Form</p>	<ul style="list-style-type: none"> - Tutorials on Demand as Needed - Color Grading Continued - Export Project 1 as .MP4 	<p>5_1 - Complete & Submit Project 1 Cinematic Video Due Before Class Tues_Oct03</p> <p>5_2 - Prepare for Critique Show Up for Class Tues_Oct03</p>
<p>Week 06 Oct 03 Tues 4:45PM-7:25PM</p> <p>Oct 05 Thur 4:45PM-7:25PM</p> <p>First Critique (Pr1)</p> <p>Project 2 Overview & Objectives</p>	<p>Critique for Project 01 Tuesday October 03 Project 1 Debrief</p> <p>What is Augmented Reality?</p> <p>How is AR Implemented into Design Practices?</p> <p>Explore Yourself (Brand Concept etc) Research & Development</p>	<ul style="list-style-type: none"> - Project 2 Workflow Demo & Expectations - Prepare Photoshop and Illustrator Documents for Adobe After Effects - Project 2 Journals & Research 	<p>6_1 - Experiment with 4 Design Compositions, Interpreting 4 Concepts: Elegance, Messy, Anger, & Compassion, Submit Before Class Tues_Oct10</p> <p>6_2 - Start Project 2 AR Environment, Project Journal Submit End of Day Tues_Oct10</p>
<p>Week 07 Oct 10 Tues 4:45PM-7:25PM</p> <p>Oct 12 Thur 4:45PM-7:25PM</p> <p>Reviewing Design / Visual Communication Principles</p> <p>Augmented Reality without Coding!</p>	<p>Design Principles Overview and Implementation in Project 2</p> <p>Project 2 Software</p> <p>Motion Design & Motion Graphics</p> <p>Blender & Aero are our Main tools (Plus lots of Asset Libraries)</p> <p>Successful Design</p>	<ul style="list-style-type: none"> - After Effects Tutorials – Motion Design Motion Graphics - Logo Design Tutorial - Blender for Project 2 - Adobe Dimension Walkthrough - Adobe Aero Walkthrough 	<p>7_1 - Complete 3 Feedback Forms for Peers' P1 Submit to OneDrive and Peer, Due End of Day Wed_Oct11</p> <p>7_2 - Complete Final Cinematic Video Project Journal by End of Day Mon_Oct16</p> <p>7_3 - Use 4 Compositions Concepts to Complete 4 AfterEffects Motion Designs SubmitEndOfDay Tue_Oct17</p> <p>7_4 - Complete Project 2 Logo PNG file – Submit Before Class Tues_Oct17</p>

<p>Week 08 Oct 17 Tues 4:45PM-7:25PM</p> <p>Oct 19 Thur 4:45PM-7:25PM</p> <p>Scout Locations</p> <p>Script Writing for a Pitch 101</p> <p>Brainstorming and Developing Project 2 AR Environment</p>	<p>How do we choose a Location?</p> <p>Continue the Process of Understanding the Process and Developing Assets</p> <p>A Successful Presentation</p> <p>What is a Pitch? Script Writing for Project 2</p> <p>Annunciation and Articulation of Speech for Project 2 Presentation</p> <p>Music for Project 2</p>	<ul style="list-style-type: none"> - Project 2 Workflow Tutorial: Blender → Dimension → Aero - Blender Tutorials - Reality Scan Tutorial - Kiri Engine Tutorial - Script Tutorial - Additional P2 Resources 	<p>8_1 - Project 2 Script Outline & Update to P2 Project Journal, Submit Before Class Tues_Oct24</p> <p>8_2 - Complete Avatar .PNG file – Submit file and add to P2 Project Journal Update Submit Before Class Tues_Oct24</p> <p>8_3 - Complete Remaining P2 Journal Assignments Submit Before Class Tues_Oct24</p> <p>8_4 - Complete 5 Assets (Logo and Avatar included + 3 New Assets) – Bring to Class Tues_Oct24 & Submit End of Day Tues_Oct24</p>
<p>Week 09 Oct 24 Tues 4:45PM-7:25PM</p> <p>Oct 26 Thur 4:45PM-7:25PM</p> <p>Practice Practice Practice</p> <p>Video Editing Project 2 for a more aesthetic and complete presentation</p>	<p>Video Editing for Project 2</p> <p>Finalizing your Location for P2 AR Environment</p> <p>Practice Practice Practice</p> <p>Continue Work on Project 2</p>	<ul style="list-style-type: none"> - Presentation Walkthrough Tutorial - Video Editing for Project 2 - More Tutorials as Needed 	<p>9_1 - Practice Presentation v1.0 Demonstrating your Assets in Aero, Submit .MP4 file Before Class Tues_Oct31</p> <p>9_2 - Complete Script Draft Submit End of Day Friday_Oct27 (for feedback early Week 10)</p> <p>9_3 - Continue Working on P2 AR Environment</p>
<p>Week 10 Oct 31 Tues 4:45PM-7:25PM</p> <p>Nov 02 Thur 4:45PM-7:25PM</p> <p>Continue Project 2 Review Project 3&4</p>	<p>Reviewing Practice Walkthrough of P2</p> <p>Revising Refining Project 2</p> <p>Quick Glance and Review P3 & P4</p>	<ul style="list-style-type: none"> - P2 Tutorials as Needed - P3 Ecology Lecture - P4Wix Tutorial 	<p>10_1 - Practice Presentation v2.0 using Script, Submit Before Class Tues_Nov07</p> <p>10_2 - Review Project 3 Research – Write 3 Ideas for P3 Ecology Commercial Before Class Tues_Nov07</p>

<p>Week 11 Nov 07 Tues 4:45PM-7:25PM Nov 09 Thur 4:45PM-7:25PM</p> <p>Complete P2 AR</p> <p>What is an Eco-Commercial? Project 3 Full Overview & Expectations</p>	<p>Review Project 2 Presentation v2.0</p> <p>Completing Project 2 (may have v3.0 practice? But for now, Nov14 is deadline)</p> <p>1 more Practice, then complete P2</p> <p>Project 3 Overview & Expectations</p> <p>P3 Project Journal Exp + Script Outline</p>	<ul style="list-style-type: none"> - Project 2 Peer Review Feedback Form - Project 3 Resources & Software - Project 3 Concept Tutorial - More Tutorials as Needed 	<p>11_1 - Complete Project 2 Final .MP4 Video & files (see blackboard for all objectives and details. SubmitBeforeClass Tues_Nov14</p> <p>11_2 - Prepare P2 Critique Show Up for Class Tues_Nov14</p> <p>11_3 - Start Project 3 Research & Project Journal Submit Before Class Tues_Nov14</p>
<p>Week 12 Nov 14 Tues 4:45PM-7:25PM</p> <p>Nov 16 Thur 4:45PM-7:25PM</p> <p>Everything you Need to complete Project 3</p>	<p>Project 2 Critique in Class Tues_Nov14 Project 2 Debrief</p> <p>Project 3 Eco-Commercial Script Writing 102</p> <p>Project 3 Workflow</p> <p>Project 3 Logo and Visual Communication</p> <p>Ecosystems, A Deeper Understandings</p>	<ul style="list-style-type: none"> - Project 3 Workflow Tutorial - Project 3 Script Writing Tutorial - Project 3 Tutorials as Needed 	<p>12_1 - Complete 3 Feedback Forms for Peers' P2 Submit to OneDrive and Peer, Due End of Day Tues_Nov21</p> <p>12_2 - Complete Project 3 Script Draft, Submit End of Day Friday_Nov17</p>
<p>Week 13 Nov 21 Tues</p> <p>NoClass on Nov 23 Thur (Holiday)</p> <p>P3 Continued</p> <p>P4 Overview & Expectations</p> <p>Extra Credit Opps</p>	<p>Continue Developing Project 3</p> <p>Project 4 Website Overview & Expectations</p> <p>Extra Credit (Submit work to Call for Entries / Open Call)</p>	<ul style="list-style-type: none"> - Project 3 Tutorials as Needed - P4 Wix.com More in Depth Tutorial - Open Call Search & Databases 	<p>13_1 - Compete Project 2 Logo, and 2D Assets Before Class Tues_Nov28</p> <p>13_2 - Complete Project 2 Final Project Journal Notes Before Class Tues_Nov28</p> <p>13_3 - Rough Edit of P3 Ecology Commercial Video BringToClass Tues_Nov28</p>

<p>Week 14 Nov 28 Tues</p> <p>Nov 30 Thur</p> <p>Completing P3 Eco-Commercial</p> <p>Piecing Together P4 Website</p>	<p>Review Individual Progress of Project 3 with Feedback</p> <p>Complete Project 3</p> <p>Project 3 Debrief</p> <p>Project 4 Debrief and Professional Practices</p>	<ul style="list-style-type: none"> - Project 3 & Project 4 Debriefs - Professional Practices Lecture - Peer Review Form for P3 	<p>14_1: Complete Submit Project3 Eco-Commercial Final .MP4 file Before Class Dec_05</p> <p>14_2: Show up for Critique P3 During Class Tues_Dec05</p>
<p>Week 15 Dec 05 Tues</p> <p>NoClass on Dec 07 Thur (Study Day)</p>	<p>Critique of Project 3 Eco-Commercials</p>	<p>Critique Discussion</p>	<p>15_1: Complete 3 Peer Review Feedback Forms Submit to Peer and OneDrive Due Tues_Dec12 by Noon (12PM)</p> <p>See Week 16 for P3 Deadline</p>
<p>Week 16 Finals Dec 12 Tues</p> <p>Dec 14 Thur</p> <p>Grades Due Dec 18th Monday at 3PM</p>	<p>Potentially final meetings for Project 3 Critiques</p>	<ul style="list-style-type: none"> - Class meetings TBA TBD based on fluctuation of course schedule 	<p>16_1: Project 4 Due Tues_Dec12 by Noon (12PM)</p> <p>16_2: Extra Credit + All Revised and/or Outstanding Work Due December 14 at Noon (12PM) to Receive Credit</p>

Important Dates ([see this link to full Academic Calendar Fall 2023-beyond](#))

Aug. 28 (Mon.)	Fall classes begin
Sep. 1 (Fri.)	Last day to withdraw (drop all classes) and receive an 80% refund
Sep. 3 (Sun.)	Last day to add or register for Fall classes
Sep. 4 (Mon.)	Labor Day Holiday. No classes
Sep. 11 (Mon.)	Last day to withdraw (drop all classes) and receive a 70% refund
Sep. 13 (Wed.)	Census Day (<i>last day to drop without it appearing on the transcript</i>)
Sep. 18 (Mon.)	Last day to withdraw (drop all classes) and receive a 50% refund
Sep. 25 (Mon.)	Last day to withdraw (drop all classes) and receive a 25% refund

Nov. 9 (Thurs.)	Last day to drop (<i>DR grade</i>) a class or withdraw (<i>grade of W</i>)
Nov. 23-25 (Thurs.-Sat.)	Thanksgiving Holiday. No classes
Dec. 7 (Thurs.)	Study Day. No classes
Dec. 8-14 (Fri.-Thurs.)	Final Exams
Dec. 14 (Thurs.)	Fall classes end; Official last day of the term
Dec. 15-16 (Fri.-Sat.)	Commencement Exercises
Dec. 18 (Mon.)	Grades Due at 3 p.m.

Course Policies and Procedures

We value a positive and supportive learning environment, and for us to thrive together, we must recognize that our responsibilities, actions, and contributions can impact and transform our learning. The course policies listed below are created to ensure your success by fulfilling course expectations while remaining flexible to account for unexpected events.

LEARNING AND TEACHING ENVIRONMENT

We will work on big and small picture processes each day. The projects will be challenging and engaging. I want to really encourage collaboration this semester, and I'm open to suggestions. Let's see what we can create this semester!

ATTENDANCE

Students are expected to attend all scheduled classes. [UTRGV's attendance policy](#) excuses students from attending class if they are participating in officially sponsored university activities, such as athletics, accommodation by Student Accessibility Services (SAS), observance of religious holy days, or military service. **Show Up and Participate for a Successful Semester.**

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.

ABSENCES/SICK POLICY

If you are extremely sick, or will be absent from our scheduled meeting time via Zoom for any reason, please notify me via email. The most important thing is that you stay in communication and also check into Blackboard to stay up to date on assigned work and projects. Videos will be posted of the previous class meeting as they are available via file upload, etc. Please provide documentation if you are unable to attend class for whatever reason, and please see excuseable reasons below.

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.

Makeup Work (please don't make a habit of this):

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.

Course Recordings:

The use of classroom recordings is governed by the Federal Educational Rights and Privacy Act (FERPA), UTRGV's acceptable-use policy, and UTRGV HOP Policy STU 02-100 Student Conduct and Discipline. A recording of class sessions will be kept and stored by UTRGV, in accordance with FERPA and UTRGV policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. **You may not share recordings outside of this course.** As referenced in [UTRGV HOP Policy STU 02-100 Student Conduct and Discipline](#), doing so may result in disciplinary action.

COURSE DROPS

Please consider the following information when referencing course drops. Instructor-initiated drops can have significant financial consequences for students. 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.

ACADEMIC INTEGRITY

Members of the UTRGV community uphold the [Vaquero Honor Code](#)'s shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. The Writing Center is an excellent resource to assist in learning about and avoiding plagiarism in writing. Violations of academic integrity include, but are not limited to: cheating, [plagiarism \(including self-plagiarism\)](#), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). **All violations of Academic Integrity will be reported to Student Rights and Responsibilities through [Vaqueros Report It](#).**

Student Support Resources

We are committed to your personal, academic, and professional success; please know you can reach out to me for questions and/or I can help you identify the resources you need. UTRGV offers student support resources designed to contribute to your well-being and academic excellence.

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. These centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and connections student employment (through [Handshake](#) and [HR Student Employment](#)). In addition, services, such as the Food Pantry are also provided. Locations are listed below.

Center Name	E-mail	Brownsville Campus	Edinburg Campus
Advising Center	AcademicAdvising@utrgv.edu	BMAIN 1.400 (956) 665-7120	EITTB 1.000 (956) 665-7120
Career Center	CareerCenter@utrgv.edu	BINAB 1.105 (956) 882-5627	ESTAC 2.101 (956) 665-2243
Counseling Center	Counseling@utrgv.edu Mental Health Counseling and Related Services List	BSTUN 2.10 (956) 882-3897	EUCTR 109 (956) 665-2574
Food Pantry	FoodPantry@utrgv.edu	BCAVL 101 & 102 (956) 882-7126	EUCTR 114 (956) 665-3663
Learning Center	LearningCenter@utrgv.edu	BMSLC 2.118 (956) 882-8208	ELCTR 100 (956) 665-2585
University Library	circulation@utrgv.edu www.utrgv.edu/library	BLIBR (956) 882-8221	ELIBR (956) 665-2005
Writing Center	WC@utrgv.edu	BLIBR 3.206 (956) 882-7065	ESTAC 3.119 (956) 665-2538

Financial Need

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) or telephone: (956) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Blackboard Support

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

Campus:	Brownsville	Edinburg
Location	Casa Bella (BCASA) 613	Marialice Shary Shivers (EMASS) 3.142
Phone	(956)-882-6792	(956)-665-5327
Toll Free	1-(866)-654-4555	
Support Tickets	Submit a Support Case via our Ask COLTT Portal	
Online Support	Chat with a Support Specialist online.	
24/7 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.	

University Policy Statements

We care about creating a safe and supportive learning environment for all students. The University policy statements below are intended to create transparency for your rights and responsibilities as students. We each contribute to ensuring a safe and positive environment through our actions and conduct, and students are encouraged to advocate for their needs.

STUDENT ACCESSIBILITY SERVICES

Student Accessibility Services staff can be contacted at either campus to learn about and explore accessibility services.

Campus:	Brownsville	Edinburg
Location:	Music and Learning Center (BMSLC, 1.107)	University Center (EUCTR, 108)
Phone:	phone (956) 882-7374	phone (956) 665-7005
e-mail	ability@utrgv.edu	

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 ACCOMODATIONS

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 should submit the request using the form found at [Pregnancy and Parenting | UTRGV](#).

SEXUAL MISCONDUCT AND MANDATORY REPORTING

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 through the [Office of Institutional Equity and Diversity](#), 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.

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), phone (956-665-2260), (956-882-5141), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).

MANDATORY COURSE EVALUATION PERIOD

Students have the opportunity to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>). Course evaluations are used by the instructor to better understand the student experience in the course, which can inform revisions of the course to ensure student success. Additionally, course evaluations are also used by the instructor for annual performance review and promotion applications, teaching award applications, among others. For these reasons, your feedback, reflections, and insights on your experience in the course are invaluable to ensure student success and a quality education for all. 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 4 – 10, 2023
Fall Regular Term 2023	November 15 – December 6, 2023
Fall Module 2 (7 weeks)	November 29 – December 5, 2023