



MDDN 311

Postproduction and Special Effects

Course Outline Trimester 2, 2015

GENERAL

Trimester 2; 20 points

ASSESSMENT

100% internal by assignment

Note: Any hand-in dates scheduled in the exam period are tentative until the official exam timetable is available.

CLASS TIMES AND LOCATIONS

CLASS SESSIONS Mondays and Thursdays 9:30 – 12:20

FINAL ASSESSMENT: Will be held in the end of Trimester Two examination period 23 October – 14 November

COORDINATOR

Coordinator

Name: Peter Freer

Room: WG 408

Phone: 463 6234

Office Hours: Friday 11am -12pm

Email: Peter.Freer@vuw.ac.nz

For Tutor details please visit the course blog via: blackboard.vuw.ac.nz

COMMUNICATION OF ADDITIONAL INFORMATION

Any changes or additions to this Course Outline will be discussed and agreed with the class, and conveyed via email or through the course blog on the School of Design Teaching and Learning website: blackboard.vuw.ac.nz

PRESCRIPTION

Digital media products such as film special effects and games often require the creation of novel visual experiences while working within large professional graphics software packages. In this course students will gain experience stretching the boundaries of these packages, including the use of programmed extension and generative approaches.

COURSE CONTENT

This course is a hands-on exploration of concept generation and visual communication using the tools of digital film, motion graphics, gaming and programming. Students will use 3D modelling packages, compositing software and scripting languages to create a variety of media projects including animations, motion graphics, and pre-visualisation.

The course will cover three main areas of post-production:

Pre-visualisation - the act of visualising complex ideas before development or production

Visual effects - developing a visual effect that is impractical, or simply impossible to capture on film

Motion Graphics - combining the traditional language of graphic design with the dynamic language of cinema

COURSE LEARNING OBJECTIVES

Students who pass this course should be able to:

- 1: Convincingly communicate design concepts in a variety of ways with clarity and insight through visuals and oral presentation.
- 2: Develop and execute an effective strategy towards creating an imaginative and innovative design solution.
- 3: Able to critically analyse complex situations to identify key design questions
- 4: Effectively utilise software, process and techniques to execute a defined and documented vision

MANDATORY COURSE REQUIREMENTS

MCRs are requirements, in addition to achieving a pass grade, that students must meet in order to pass a course. There are no mandatory course requirements for this course. See the 'Assessment' section, below.

TEACHING FORMAT

The two sessions per week will include lectures as well as practical tutorials, group critiques and individual mentoring. Students are expected to attend all weekly sessions. This is a tightly packed course, so any absences could potentially result in a large setback. Any potential absences should be communicated to the course coordinator via e-mail prior to the missed class. Additionally, students may seek assistance from the course coordinator and tutors during office hours or by making appointments.

Group Work: There is potential to do group work in this course. Group projects will be assessed both individually and collectively. The group assessment will be limited to a maximum of 15% of your final grade. Refer to the University Handbook for further details about assessments.

All course materials, project descriptions, important dates, reference materials and required readings will be available on the course blog, located on the School of Design Teaching and Learning website, see: blackboard.vuw.ac.nz

WORKLOAD

Attendance and participation is an important aspect of the learning process, and you are required to attend all lectures and tutorials. If extraordinary circumstances arise that require you to be absent from some class sessions, you should discuss the situation with the Course Coordinator as soon as possible.

You should expect to spend around 200 hours on this course, including both scheduled class time and independent study. Typically this involves around 10-15 hours per week during the 12 teaching weeks, with the balance during the mid-trimester break, study week, and examination period.

Please check out the link below with information on Studio Courses:

www.victoria.ac.nz/fad/faculty-administration/current-students#studioculturepolicy

Students with course timetable clashes are responsible for discussing these with their Course Coordinators. Students who then choose to remain enrolled in such courses must recognise that it is their sole responsibility to seek information from peers, Blackboard and other sources, and catch up on course material they may miss because of clashes.

ASSESSMENT

Assessment items and workload per item		Due	%	CLO(s)
1	Future Interface	6th Aug, 4 weeks	25%	1, 2, 3, 4
2	Your Bumper	17th Sept, 4 weeks	30%	1, 2, 3, 4
3	Presence	29th Oct, 5 weeks TBC	35%	1, 2, 3, 4
4	Quizzes and Exercises	throughout	10%	3, 4

P1. Future Interface - 4 weeks

Description of intent and final submission video

With the rise of Virtual Reality, Augmented Reality and new methods of physical and non-physical interaction, the possibility of augmented interaction in the everyday is a real possibility. For this project you will create a short pre-visualisation in After Effects of an augmented reality or physical interface.

Using supplied motion-tracked footage (to be discussed in class) of everyday situations and objects - you will design and pre-visualise an interface that fundamentally enhances the object/situation to be more informative, easier to use, or more entertaining. The aim of this project is to explore the transformative relationship between the physical and digital realms and pre-visualise an evocative and thought-provoking design.

- Choose a piece of footage to use as a base for your interface
- Explore and discuss possible interfaces that would fundamentally change or aid the use, or experience of, the situation/object
- Conceptualise and plan a series of interactions or events for this interface
- Design, choreograph and animate (in 2D and/or 3D) a user interface in After Effects
- Track and composite the interface into your footage
- Grade and affect the final composited footage to further reinforce your design intention

Hand-in Requirements

Please note that the specifics of the submissions, such as file formats and HandIn drive locations will be discussed in class and communicated via email or blackboard.

- **6 August** before class submit your:
 - **Final animation, no longer than 30secs in length, using the video specifications below**
 - Written supplemental description of intent (including project title) approx. 200 - 500 words
 - Raw 2D render of interface (uncomposited) at composition size
 - All developmental material/sketches/mockups describing your design process
 - All source AFX, Maya, Photoshop files, clearly named and organised

Assessment Criteria

- Development -The degree to which a variety of design concepts were explored to arrive at the result
- Idea - The originality, creativity and innovation with which the brief was met and the project created
- Execution – the quality of the craftsmanship and communicative quality of the final project
- Professionalism - The naming and organisation of working files

P2. Your Bumper - 4 weeks (+2 weeks mid-Trimester break)

Mood-board/Pillar statements and final submission video

A Bumper is a short audio-visual sequence used in broadcasting and online as a form of ident punctuation. Often it is used to remind viewers of what channel/station/event they are watching, or to define/communicate the intention of the broadcaster. A bumper is often a short, singular and intense motion graphic sequence that is highly visually engaging and aesthetically designed to create maximum attention. Bumpers have historically been commercial outlets for experimental and avant-garde animation, and are a vital facet of the history of motion graphics.

For this project you will create your own bumper using yourself as a brand. Take a personal experience, aspect of yourself, or interest and generate key pillar statements or words to guide your development. Using these pillars to inform your research, create a digital mood-board to capture your intended visual direction. Then from this, create a singular, focused animation that communicates your personal brand to an audience. Choose one of the available audio clips (to be supplied in class) and use it as the structure and timing base for your bumper.

- Develop initial key pillar statements
- Research, gather and collate reference material into a mood-board that will describe your visual intent. Use this mood-board to guide and inform your practical design exploration and experimentation
- Collate and generate footage to use in your animation, then, using your mood-board as a guide, experiment with combining, compositing and affecting this raw footage. Keeping in mind the overall goal is to develop a singular unique motion and compositing treatment that is the core focus of your bumper's 'visual effect'
- Utilising After Effects, create a 15 second animation, finalising the animation by using adjustment layers to modulate the overall visual experience
- **The bumper must end on a typographic element**

Hand-in Requirements

Please note that the specifics of the submissions, such as file formats and HandIn drive locations will be discussed in class and communicated via email or blackboard

- **17 August** beginning of class, submit your key pillar statements and mood-board as a two-page PDF document
- **17 September** before class submit your:
 - **Final animation, no less than 10 secs and no longer than 20secs in length, using the video specifications below**
 - All developmental material/sketches/mockups describing your design process
 - All source AFX, Maya, Photoshop files, clearly named and organised

Assessment Criteria

- Development -The degree to which a variety of design concepts were explored to arrive at the result
- Idea - The originality, creativity and innovation with which the brief was met and the project created
- Execution – The quality of the craftsmanship and communicative quality of the final project
- Professionalism - The naming and organisation of working files

P3. Presence - 5 weeks

Weekly development submissions and final submission video

For this final project you will be applying your creative and technical knowledge to create a structured visual narrative describing and communicating a real or imaginary visceral experience guided by the concept of 'Presence'. Use sequential and pictorial composition to grow and shape an audience's experience over time, broadening, shifting or modulating the mood and tone through orchestrated imagery and motion. The emphasis on this project is explore structure, motion, and visual relationships that create an engaging transportive experience.

You will iteratively develop an audio-visual sequence starting from a basic animatic through to a final polished result. Tutor review of your in-development animatic will be ongoing throughout the project - each week your work-in-progress animatic will be uploaded to the class Blackboard where it can be viewed.

- Concept and storyboard an animation with the aim to evoke an atmosphere and provides a specific emotive experience for the audience
- Find or create an audio track to use in your animatic, using it as a guide for the pacing and tone of the animation
- Build an animatic in After Effects using your storyboard and audio - focusing on pacing and flow
- Breakdown the animatic, and shot for shot, iteratively replace all footage with final material
- Finalise the animation with an overall grade and post treatment

Hand-in Requirements

Please note that the specifics of the submissions, such as file formats and HandIn drive locations will be discussed in class and communicated via email or blackboard.

- Weekly animatic Blackboard submissions starting **1 October**
- **27 October** submit your work before the start of the final presentations (exact submission time to be announced):
 - **Final animation, no longer than 60secs in length, according to the video specifications below**
 - Written statement and project title (approx. 200 - 500 words)
 - All developmental material/sketches/mockups describing your design process
 - All source AFX, Maya, Photoshop files, clearly named and organised

Assessment Criteria

- Development -The degree to which a variety of design concepts were explored to arrive at the result
- Idea - The originality, creativity and innovation with which the brief was met and the project created
- Execution – The quality of the craftsmanship and communicative quality of the final project
- Professionalism - The naming and organisation of working files

Quizzes and Exercises - Ongoing

There will be short class exercises throughout the course covering technical aspects relevant to the current assignment, as well as announced and un-announced quizzes, which are meant to assess your level of understanding.

Assessment Criteria:

Performance on quizzes
Submitted exercises

The general Media Design video specifications for submissions are:

1. Resolution of the video is to be 1920x1080 px ([1080p](#)), compressed using the H.264 codec, and exported in the QuickTime file (.mov) or MPEG-4 (.mp4) format.
2. If you did not create the audio yourself, the music/audio has to be either appropriately accredited through Creative Commons or Public Domain audio, or you have acquired rights for educational/commercial reproduction.
3. Credits should be added at the end of the video, and include:
 - Name of student
 - Name of Project
 - Year of work
 - Victoria University of Wellington, School of Design
 - Appropriate audio accreditation
 - Anyone who has helped in any way

Alternative video formats need to be discussed with the course coordinator before submission.

All work submitted for this course must be original and developed for this course only, unless prior approval is gained from the course coordinator to further develop existing work from previous or concurrent courses.

The School has a long tradition of providing *critical review* of student work as it progresses especially in design projects. For further information please refer to the Website below:

<http://www.victoria.ac.nz/fad/faculty-administration/current-students/faqs>

All grades posted during this course are only provisional results until entered on your student record in Banner.

SUBMISSION AND RETURN OF WORK

Each student is responsible for ensuring their work is submitted to their Course Tutor or Course Coordinator on time and in the required format. Work submitted late must be submitted to the Course Coordinator. Late submissions will be penalised as set out below, unless an extension is approved by the Course Coordinator.

EXTENSIONS

In the event of illness or other extraordinary circumstances that prevent you from submitting and/or presenting a piece of work on time, or that you feel adversely affect the quality of the work you submit, it is important that you discuss your circumstances with the Course Coordinator as soon as possible so that appropriate arrangements may be made. You should complete an Application for Extension form (available from the Faculty Office) for the Course Coordinator to approve. You will also need to provide suitable evidence of your illness or other circumstances. In an emergency, or if you are unable to contact the Course Coordinator, you should advise the Faculty Office of your situation.

PENALTIES

If no extension has been approved, the following penalties will be applied:

- Failure to personally present work at any scheduled graded review will result in an automatic failing grade of E (maximum mark of 39%) for the work being reviewed;
- Work submitted late will receive a failing grade of E (maximum mark of 39%);
- Any work not submitted within 5 working days of the due date will be recorded as a non-submission (0%).

REQUIRED MATERIALS AND EQUIPMENT

Students will need to provide all materials and equipment as necessary for the completion of required work. Please check the website link below for the standard requirements:

www.victoria.ac.nz/fad/faculty-administration/current-students/faqs#materialsandequipment

Required: digital storage medium for backing up your work, headphones, pen and notepad.

SET TEXTS

Required readings will be made available on blackboard.

RECOMMENDED READING

Brinkman, Jerry. *The Art and Science of Digital Compositing*, Morgan Kaufmann 2008

Krasner, John, *Motion Graphic Design: Applied History and Aesthetics*, Focal Press, 2013

SCHEDULE OF SESSIONS

Week month	day	date	item	location	time	Comments
Week 29 July	M	13	Class session	Media Lab	9:30 – 12:20	Trimester 2 begins
	TU	14				
	W	15				
	TH	16	Class session	Media Lab	9:30 – 12:20	
	F	17				
Week 30 July	M	20	Class session	Media Lab	9:30 – 12:20	
	TU	21				
	W	22				
	TH	23	Class session	Media Lab	9:30 – 12:20	
	F	24	Withdrawal refund			<i>This is the last date you can withdraw from a Tri 2 course with a full refund.</i>
Week 31 July	M	27	Class session	Media Lab	9:30 – 12:20	P1 proposal due before class
	TU	28				
	W	29				
	TH	30	Class session	Media Lab	9:30 – 12:20	
	F	31				
Week 32 August	M	3	Class session	Media Lab	9:30 – 12:20	
	TU	4				
	W	5				
	TH	6	Class session	Media Lab	9:30 – 12:20	P1 due before class
	F	7				
Week 33 August	M	10	Class session	Media Lab	9:30 – 12:20	
	TU	11				
	W	12				
	TH	13	Class session	Media Lab	9:30 – 12:20	
	F	14				
Week 34 August	M	17	Class session	Media Lab	9:30 – 12:20	P2 mood-board due before class
	TU	18				

	W	19				
	TH	20	Class session	Media Lab	9:30 – 12:20	
	F	21				
Week 35 August	M	24				Mid-trimester break
	TU	25				
	W	26				
	TH	27				
	F	28				
Week 36 August/ September	M	31				
	TU	1				
	W	2				
	TH	3				
	F	4				Mid-trimester break ends
Week 37 September	M	7	Class session	Media Lab	9:30 – 12:20	
	TU	8				
	W	9				
	TH	10	Class session	Media Lab	9:30 – 12:20	
	F	11				
Week 38 September	M	14	Class session	Media Lab	9:30 – 12:20	
	TU	15				
	W	16				
	TH	17	Class session	Media Lab	9:30 – 12:20	P2 due before class
	F	18				
Week 39 September	M	21	Class session	Media Lab	9:30 – 12:20	
	TU	22				
	W	23				
	TH	24	Class session	Media Lab	9:30 – 12:20	
	F	25	Course Withdrawal			<i>After this date the Associate Dean's approval is required for withdrawal from Tri 2 Courses.</i>
Week 40 September/ October	M	28	Class session	Media Lab	9:30 – 12:20	
	TU	29				

	W	30				
	TH	1	Class session	Media Lab	9:30 – 12:20	P3 weekly animatic submissions start
	F	2				
Week 41 October	M	5	Class session	Media Lab	9:30 – 12:20	
	TU	6				
	W	7				
	TH	8	Class session	Media Lab	9:30 – 12:20	
	F	9				
Week 42 October	M	12	Class session	Media Lab	9:30 – 12:20	
	TU	13				
	W	14				
	TH	15	Class session	Media Lab	9:30 – 12:20	
	F	16				
Week 43 October	M	19				Study/Examination Period
	TU	20				
	W	21				
	TH	22				
	F	23				
Week 44 October	M	26				Labour Day – Public Holiday
	TU	27				Examination Period
	W	28				
	TH	29			TBC	P3 due – Final Presentations
	F	30				
Week 45 November	M	2				
	TU	3				
	W	4				
	TH	5				
	F	6				
Week 46 November	M	9				
	TU	10				
	W	11				
	TH	12				

	F	13				
	S	14				Examination period ends

CLASS REPRESENTATIVES

The Faculty of Architecture and Design operates a system of Class Representatives in 100-level courses, and Year Representatives in each of the professional disciplines. Student Representatives are elected during a class session in the first week of teaching. All Student Representatives will be listed on the STUDiO notice board in the Atrium, and the relevant Representatives are also listed on studio notice boards. Student Representatives have a role in liaising between staff and students to represent the interests of students to the academic staff, and also in providing students with a communication channel to STUDiO and the Student Representation organiser.

Class Rep name and contact details:

STUDENT FEEDBACK

The Course Coordinator will discuss feedback from previous students at an appropriate time during the course. **Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.**

OTHER IMPORTANT INFORMATION

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- Academic Integrity and Plagiarism: www.victoria.ac.nz/home/study/plagiarism
- Aegrotats: www.victoria.ac.nz/about/governance/dvc-academic/documents/aegrotat.pdf
- Academic Progress: www.victoria.ac.nz/home/study/academic-progress (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/home/study/dates
- Faculty Current Students site: www.victoria.ac.nz/fad/faculty-administration/current-students
- Grades: <http://www.victoria.ac.nz/students/study/progress/grades>
- Resolving academic issues: www.victoria.ac.nz/about/governance/dvc-academic/documents/grievances.pdf
- Special passes: <http://www.victoria.ac.nz/about/governance/dvc-academic/documents/special-pass-application-form.pdf>
- Statutes and policies including the Student Conduct Statute: www.victoria.ac.nz/home/about/policy
- Student support: www.victoria.ac.nz/home/viclife/student-service
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/home/viclife/student-charter
- Student Contract: www.victoria.ac.nz/home/admisenrol/enrol/studentcontract
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/home/about
- VUWSA: www.vuwsa.org.nz