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**University of Florida, School of Art + Art History**

**ART 2932c Time Based Media Syllabus**

Room: ARCH 120

Meeting Time: M/W 3pm-6pm

Instructor: Ryan Tanay

Office Hours: To be announced

Email: tanay@ufl.edu

Course Site: <http://www.newevolution.org/tbm>

**COURSE DESCRIPTION**

This course introduces the four-dimensional fundamentals of Time Based Media. Sound, animation and video, with emphasis on narrative, planning of action, and sequencing of images will be studied and practiced. Basic production techniques, project planning, and concepts integral to time based media will be studied and students will learn to use Time Based Media as an expressive and communicative art form. Aesthetic, technical, historical, and conceptual issues will be addressed through lectures, demonstrations, exercises, projects, screenings, research, and readings.

3 credits: Prerequisite: ART 1803C

**OBJECTIVES**

Students will demonstrate understanding of the following principles and techniques:

- Four-dimensional Imaging Concepts and Terminology
  - Aesthetics
  - Motion
  - Duration
  - Pacing/Tempo
  - Montage
  - Sequence
  - The Narrative/Storyline
  - Animation
  - Interactivity
  - The performative
- Application of software for time based media (students are expected to obtain an intermediate knowledge of Macromedia Flash and iMovie or other related software)
- Research Methods
- Project Development

**TOPICS**

An introduction to historical references, background, and contemporary concepts of time based media

Project Planning (including storyboarding and organizing clips)

Basic Video Camera Use

Basic in-camera editing techniques

Representation, image and culture, symbol, concept and conceptual storytelling

Framing & Composition (including panning, close-ups, landscape)

Lighting

Professional Production Techniques (fps, sizing for output, video and audio capture, photo import and animation of still images)

Simple transitions

Use of typography and graphics in animation

Morphing elements

Narrative Theory

Integration of video and animation

Content and Context

Computer as a tool, not a means to an end

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## REQUIRED MATERIALS

Textbook: Launching the Imagination Comprehensive (2-D, 3-D and 4-D) with CD-ROM by Mary Stewart

10 GB External Hard Drive (Mac Compatible) for storage of materials

MiniDV tapes

CD-R Media with plastic cases

DVD-R Media with plastic cases

Flash Drive (Mac Compatible) for storage of materials

Process Blog

Headphones

Course Blog

Access to Software: Movie, Macromedia Flash MX, Audacity (open source), and Adobe Photoshop

(note that most software is available in the UF CIRCA Computer Labs)

Required Registration with <http://lynda.com>

## RECOMMENDED EQUIPMENT

Digital Camcorder

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## REQUIREMENTS

### 65% (650 pts) PROJECT GRADES

100 pts	Project 1
100 pts	Project 2
50 pts	In-class Project 3
100 pts	In-class Project 4
100 pts	In-class Project 5
200 pts	Project 6

### 10% (100 pts) Process Blog:

Fulfilling all process blog requirements (see process blog guidelines) and having the requisite amount of drawing completed at each of the four process blog check dates during the semester.

### 10% (100 pts) Critical essay/Class Presentation

The student will research a Time Based Media artist, write a critical essay and present this essay to the class. See the Critical Essay handout for specific guidelines.

### 15% (150 pts) Participation and Attendance

Participation, support, and respect in all phases of this course are imperative. The class dynamic depends on your energy, initiative, attitude, productivity, and willingness to get involved in group discussion and critiques. Participate in a responsive manner during critique, class discussion and blogging. Safe and thoughtful use of equipment and facilities if required.

Participate by preparing questions in advance, soliciting responses, and encouraging constructive criticism during group discussions, class workdays, and critiques. Consider comments received to gauge the effectiveness of your work. Examine the way your ideas change, evolve, and influence formal and conceptual choices in your work. Your development as an artist hinges on your ability to make effective choices and express ideas clearly.

**\* All grades are tabulated based on your assignment numerical grade, Process Blog grade, critical essay/presentation and your participation and attendance. You must speak with your instructor within one week of receiving a grade in order to dispute an assignment grade. You may speak to your instructor at any point during the semester to discuss your participation grade.**

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## **Attendance Policy**

- Attendance is required. More than three absences will reduce your final grade by one full grade. Six absences will result in a failing grade.
- Arrive to class on time, with the appropriate materials and work through the entire class. You are late if you arrive after your name has been called when role is taken. Attending class unprepared for a discussion, critique, workday, or presentation will be considered an absence
- Three late arrivals or early self-dismissals will count as one absence.
- Announced changes to the course calendar, demonstrations, or general classroom critiques demand your presence; compensatory work of another kind will not be accepted in lieu of missed instruction.

***A missed class does not constitute an extension of an assignment!***

## **Late Policy**

- . Assignments are due when indicated by the instructor at the beginning of class.
- . Late assignments will drop one letter grade per class period late.
- . An assignment more than 3 days late will receive an F.

## **Grade Explanations**

A = Superlative work: Careful attention to craft and presentation. Intent and execution of the piece work together in significant and original way. Goes beyond merely solving the problem- one performance at this level is visibly outstanding.

B+ = Very fine work: Almost superlative. A few minor changes could be made to bring the piece together. Again goes beyond merely solving the problem.

B = Above average: Solution to the problem and idea are well planned. Execution is well done. This is an honorable grade.

C+ = A bit above average: Slipping in levels of originality, craft, and presentation. The piece does not work as well as a unified whole or statement yet effort was made. Solid average work.

C = You solved the problem: The requirements of the problem are met in a relatively routine way.

D+ = You have solved the problem the requirements of the problem are met in a relatively routine way. There is room for improving skills and concepts. Quite a bit of work may have gone into the assignment, but does it work?

D = Inadequate work: The requirements of the problem are not addressed. The piece represents careless and /or incomplete effort. Some criteria met, work substandard.

E = Unacceptable work and effort

**( A “C” represents satisfactory work, regular attendance, and successful accomplishment of the course.)**

## **Note:**

Overall effort and general attitude towards your work, and improvement during the semester will factor into your grade. Assignments will be evaluated on the following criteria:

1. Quality of work: Successful resolution of the assigned problem including all technical, compositional, and aesthetic requirements.
2. Quality of work: Full development of conceptual ideas and technical skills evidenced in the finished work and the Process Blog.
3. Quality of work: Inventiveness, experimentation and risk taking. (Initiative, scope of undertaking. Did you challenge yourself?)
4. Quality of work: Craftsmanship, presentation of work, timeliness, overall professionalism.

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**Grade Scale:**

A= 90-100

B+= 85-89

B= 80-84

C+= 75-79

C= 70-74

D= 69-60

E= 59 and below

**UF Media Lab Policy**

No food, no drinks, not even water.

The Norman Labs are teaching spaces. Access hours are limited. When the rooms are not scheduled, students may work in these labs. Posted time for lab hours

[http://labs.circa.ufl.edu/labinfo\\_hours.php](http://labs.circa.ufl.edu/labinfo_hours.php)

Students are responsible for school owned equipment and storage of their files. Files left on the computer desktop will be erased. Lost equipment will be charged to the student in whose name it was checked out.

CIRCA labs are available 24hours per day. Most programs are available on the CIRCA machines. Students using UF Media labs are responsible for leaving both the desktop and surrounding area clean. This is a course expectation.

**Academic Honesty Policy**

This course will follow the University's honesty policy found on-line at: <http://itl.chem.ufl.edu/honor.html>

**Accommodation for Students with Disabilities**

Students requesting classroom accommodation must first register with the Dean of Students office. The Dean of Students will provide documentation to the student who will then provide this to the instructor when requesting accommodation. The ADA office (<http://www.ada.ufl.edu>) is located in Room 232 Stadium (phone 392-7056 TDD 846-1046).

**Additional Policies for students in the school of art and art history**

Students in the SAAH must turn off beepers and cell phones during class.