



RTV4929c AFTER EFFECTS

FALL 2017

INSTRUCTOR INFORMATION

Instructor: Associate Professor Tim Sorel
Contact Info: tsorel@jou.ufl.edu | 352-392-2849
Office: 1080 Weimer Hall | Office Hours: Monday 10am-noon and by appointment
Tuesday, Wednesday and Friday.

CLASS & LAB MEETINGS

Tuesday periods 7-9 (1:55-5:00pm)
Room 3324 Lab Weimer Hall

COURSE OBJECTIVE

RTV4929c After Effects is intended to give career-path production students an introduction to various aspects of audio and video post-production tools and techniques.

STUDENT LEARNING OUTCOMES

By the end of the semester, the student should be able to:

- 1) Effectively use After Effects to achieve visual and animated effects.
- 2) Apply cinematic composition techniques to advance and complement a story.
- 3) Use non-linear editing software to organize and sequence images and effects.
- 4) Export video projects in the optimal codecs for each of these: mobile devices, websites, television broadcast, and cinema.
- 5) Offer constructive feedback of your own work and that of peers.

PREREQUISITES

RTV3200, RTV3320

EQUIPMENT ROOM POLICIES

Students will sign an equipment room contract. Failure to adhere to the contract can result in a student having a grade point deduction and/or receiving an incomplete or failing grade in the class. Late returns will result in equipment privileges being revoked. Parking for the equipment room is limited to ten minutes. Failure to adhere to this policy can result in a point deduction from a student's final grade.

TEXTBOOK

[After Effects Apprentice, 4th Edition](#) by Trish & Chris Meyer

COMPUTER & SOFTWARE

It is suggested that students own a MacBook Pro and have access to the Adobe Creative Cloud Software. However, students will have access to the Mac editing lab.

ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES

Students are allowed one class absence per semester. Each additional absence will result in a two-point deduction from a student's final grade for each occurrence. Students are allowed to be tardy once during the semester. Each additional tardiness will result in a two-point reduction from a student's final grade.
Any unexcused late assignment will be lowered 20% of the total possible points.
Any assignment turned in over a week late will be lowered 50% of the possible points.

UNIVERSITY POLICIES

STUDENTS WITH DISABILITIES

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

STUDENT EVALUATION OF COURSE AND INSTRUCTOR

Students are expected to provide feedback on the quality of instruction in this course based on ten criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available.



**UNIVERSITY
POLICIES**

UF HONOR CODE

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

HELP WITH COPING

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

**ASSIGNMENTS,
PROJECTS, &
GRADING**

Attendance and punctuality	10 PTS
Homework assignments	15 PTS
Stills Project	10 PTS
End Tag/Logo	10 PTS
Kinetic Typography	20 PTS
Chroma Key Project	10 PTS
Storyboard (pre vis) Final Project	5 PTS
Final Project	20 PTS

GRADING SCALE

94% or higher	= A
90%-93%	= A-
88%-89%	= B+
84%-87%	= B
80%-83%	= B-
78%-79%	= C+
74%-77%	= C
70%-73%	= C-
65%-69%	= D
64% or below	= E

**HOMEWORK
ASSIGNMENTS**

All homework assignments are posted on canvas with a due date. HW is to be rendered as h.264 and uploaded to Canvas. Late homework is not accepted and will be graded as a zero.

All homework assignments and due dates are posted on Canvas.



PROJECT DESCRIPTIONS

STILL PHOTO PROJECT

TRT 1:00 – 2:00

Using Photoshop, AE, and Premiere, students will edit a music video. Layered PSD's, 3D camera moves, 3D lighting effects are expected. Students should use 40 or more photos in this project.

CHROMA KEY PROJECT

TRT 1:00 – 1:30

Using EFP camera and portable chroma keys, students will experiment with various ways to stage “green screen” effects. They will then composite the chroma key material in an interesting and believable manner.

ANIMATED END TAG LOGO PROJECT

TRT :05 – :10

Students will pick one “client”: a network, a show, product or service to build an animated brand logo.

KINETIC TYPOGRAPHY PROJECT

TRT 1:20 – 2:00

Students will build a motion typography project paced to a favorite song, monologue or movie dialogue. Sound effects, Photoshop elements and more can be added to this.

FINAL PROJECT (STORYBOARD AND PRE-VIS ARE ALSO PART OF THIS)

TRT 2:00 – 5:00 total

Students will have the ability to create what they want for a final project. It should encompass most of what you have learned through out the semester. For full credit on the Final Project, students must go beyond what they have learned in the class. Short 2–5 minute action films, a series of commercials, web videos, and network promos are examples of acceptable final projects. Students without an idea for a final project will be assigned a branding/promotion project for WUFT-TV or WUFT-FM .

You must present a storyboard with outline and appropriate script. This is the Storyboard Pre Vis Assingment . You will meet one on one with Sorel to discuss and “sell” your project.



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DATE	IN CLASS	OUTSIDE OF CLASS
AUG 22	Course intro. Assignment explanations. AE Intro, Keyframing, Motion + Speed Control.	HW 1 READ Preroll and Chapter 1. Homework Assignment and due date on Canvas.
AUG 29	Advanced keyframing. Frame size, codecs project organization. Stills project demo	HW 2 READ Chapter 2 Homework Assignment and due date on Canvas. Plan Stills Project Collect 30-40 stills for Stills Project.
SEP 5	Photoshop basics. Lifting a layer in photoshop Animating photos, layered looks, lighting effects	HW 3 Create trailer for film Train Wreck
SEP 12	Parenting/Nesting, Null, Adjustment, 3D Space. Fractal noise	HW 4 READ Chapter 3 Homework Assignment and due date on Canvas.
SEP 19	Mattes/Masking bezier curves shape layers Basic Typography.	No Homework. Stills Project DUE NEXT WEEK check Canvas for date
SEP 26	Stills Project screening Branding, layout and type. 3D camera	HW 5 READ Chapter 4. HW4 Assignment and due date on Canvas.
OCT 3	Typography animation, path animation and pre-sets cheats.	Work on Tag Logo. Tag Logo DUE Next Week
OCT 10	Tag Logo Project screening Introduction to brands, branding and the tag logo project	Work on tag logo project
OCT 17	Shoot Chroma Key meet in studio creating a clean key	Chroma Key Logo DUE NEXT WEEK
OCT 24	Chroma Key Project screening Kinetic Typography project introduction	Work on Kinetic Typography project.
OCT 31	Agency Team Project	Work on Kinetic Typography project. Final project pre vis DUE
NOV 7	Final projects pre vis due one on one meetings work on Kinetic Typography in class	Kinetic Typography Project Due Next week
NOV 14	Kinetic Typography Projects screening. Ray Trace renderer What is Cinema 4D?	Work on Final Project.
NOV 21	No formal class. Sorel available for project meetings	Thanksgiving Break THINK AHEAD!!!!
NOV 28	Work on Final Project in class.	Work on Final Project Due next week
DEC 5	Final Project due	ENJOY YOUR HOLIDAY BREAK!