



RTV4929c AFTER EFFECTS FALL 2020

You were born an original!

WELCOME

You were born an original- do not die a copy! I read this somewhere and when I think of After Effects, I think of endless possibilities, exploration and experimentation. I want you to be you in your project work. On the first day of class I will show a wide range of diverse projects produced by students over the years. It's why I love teaching this class!

There will be weekly practice assignments the first five weeks of class, each designed to build your skill set and confidence. This will be followed by five projects that are designed to incorporate your skill sets and apply your creativity and imagination.

MY CONTACT INFORMATION

Instructor: Professor Tim Sorel
Contact Info: tsorel@jou.ufl.edu | 352-392-2849
Office: 1080 Weimer Hall | Office Hours: Zoom by appointment

COMMUNICATION WITH ME

If you have a name and/or set of pronouns that differ from those that appear in your official UF records, please let me know.

I want to be a resource for you so please do not hesitate to ask for a meeting or chat time. I am always learning about diverse perspectives and identities. If something is said in class that made you feel uncomfortable, please speak with me about it. Anonymous feedback is also an option. We all face obstacles, some are more readily visible than others. Together, we can figure out how to make the most of this class.

CLASS MEETINGS

Monday periods 9-11 (3-6pm)
We meet on Zoom. You may use computers in room 3324 Lab Weimer Hall

WHAT YOU WILL LEARN

- Skills Learned
- 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.
 - 6) Prepare portfolio worthy-work for potential employers.

PREREQUISITES

RTV3200, RTV3320, *RTV3516 * RTV3516 can be concurrent

EQUIPMENT ROOM POLICIES

Students will sign an equipment room contract. Equipment is a shared resource; therefore we must respect the needs of others and the equipment room staff. 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.

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

Attendance is important as each class builds on the last. It is important that you communicate with me special needs or concerns. 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.



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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.

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.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

ASSIGNMENTS, PROJECTS, & GRADING

Practice assignments	35 PTS
Stills Project	15 PTS
End Tag/Logo	10 PTS
Visual Effects	20 PTS
Kinetic Typography	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



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PRACTICE
ASSIGNMENTS

This course uses Canvas for practice assignments descriptions, video examples and grading rubrics.

All homework assignments are posted on canvas with a due date. HW is to be rendered as h.264 mp4 or ProResLT 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

This course uses Canvas for extended project descriptions, video examples and grading rubrics. Below is a brief description of projects.

STILL PHOTO PROJECT- SHOW OPEN OR PROMO TRT :30-:60 SECONDS

Using Photoshop, AE, and Premiere, students will create a show open your favorite tv show- Layered PSD's, 3D camera moves, 3D lighting effects are expected. Students should use 40 or more photos in this project.

VISUAL EFFECTS PROJECT

TRT:15 to :30

You will create a visual effect sequence for a film. Burning a building or car using effects for example. Placing an object or logo on a moving bus and more.

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 2:00 – 5:00

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.



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DATE	IN CLASS	OUTSIDE OF CLASS
AUG 31	Course intro. Assignment explanations. AE Intro, Keyframing, Motion + Speed Control.	Practice 1 Preroll and Keyframing
SEP 7	Labor Day no class	Practice 2 Advaced Keyframing
SEP 14	Advanced keyframing. Frame size, codecs project organization. Stills project demo	Practice 3 Graph editor Practice 3A working with 3d
SEP 21	Photoshop basics. Lifting a layer in photoshop Animating photos, layered looks, lighting effects	Photoshop tutorials
SEP 28	Layout and type. 3D camera, Mattes, Masking Typography animation	Practice Assignment 4 Create movie trailers from stills
OCT 5	Movie trailers due Multiple Cameras for on screen moves	Practice Assignment 5 Create movie trailers from stills
OCT 12	Blue Bloods branding on CBS	Work on Show Open project with stills Practice assignment 6
OCT 19	Show open Project with Stills due this week Brands, Branding and the Tag Logo Projec	Branding DUE in two weeks
OCT 26	Blending modes. Animating text boxes	Branding DUE next week
NOV 2	Branding DUE Mocha and visual effects	Visual effects due in two weeks
NOV 9	No formal class. Sorel available for one on one	Visual effects due next week
NOV 16	Visual effects project Due Kinetic Typography project introduction	Work Kinetic on typography
NOV 23	No formal class. Sorel available for one on one	Work Kinetic on typography
NOV 30	No formal class. Sorel available for project meetings	Thanksgiving Break UF campus closing
DEC 7	Kinetic Typography Project Due No formal meeting Work on project	Work Kinetic on typography
		ENJOY YOUR HOLIDAY BREAK!