



RTV4929c AFTER EFFECTS

SPRING 2015

INSTRUCTOR INFORMATION

Instructor: Chris Brannan
Contact Info: cbrannan@ufl.edu | 352-284-6163
Office: G215 Weimer Hall | Office Hours: Mondays Period 2, Fridays Period 5

CLASS & LAB MEETINGS

Mondays periods 3-5 (9:35am – 12:35pm)
Room G215 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, 3rd 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 half-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	15 PTS
Chroma Key Project	10 PTS
Drafts of Final Project	5 PTS
Final Project	25 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**

HOMEWORK 1 (Text p. 36–37) – DUE 1/26

Import the Butterfly Image from Photoshop and animate the layered elements using After Effects.

HOMEWORK 2 (Text p. 74–77, 82) – DUE 1/26

Working with blending modes, color solids, and motion paths. Exploring animated presets.

HOMEWORK 3 (Text p. 84–87) – DUE 2/2

Working with layer styles and adjustment layers.

HOMEWORK 4 (Text p. 136–141) – DUE 2/9

Working in 3D space and using the Wiggly Selector function.

HOMEWORK 5 (Text p. 200–203) – DUE 2/9

Working with time remapping.

HOMEWORK 6 (Text p. 214–219) – DUE 2/23

Working with cameras in 3D space.



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 :30 – 1:00

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

TRT :05 – :10

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

KINETIC TYPOGRAPHY PIECE

TRT :40 – 1:00

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

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 .



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WEEK OF

IN CLASS

OUT OF CLASS

JAN 5TH

NO CLASS

JAN 12TH

Course intro. Assignment explanations.
AE Intro, Keyframing, Motion + Speed Control.

HW1 pages 36-37: Import & Animating from PS layers.
Plan stills project.

JAN 19TH

NO CLASS — MLK HOLIDAY

HW2 Page 74-77: Blending Modes and Effects Solids,
Page 82: Adobe Presets
Collect 30-40 stills for Stills Project.

JAN 26TH

Photoshop basics. Lifting a layer in photoshop
Animating photos, layered looks, lighting effects

HW3 Page 84-87: Layer Control, Layer Styles, and
Adjustment Layers

FEB 2ND

Mattes/Masking (pages 94-101 and 112-115).
Importing and Working in Premiere.
Basic Typography.

HW4 Page 136-141: 3D Position & Wiggly Selector
HW5 Page 200-203: Time Remap

FEB 9TH

Parenting/Nesting, Null, Adjustment, 3D Space.

No Homework.
Stills Project due next week.

FEB 16TH

Stills Project due at 9:35 as Quicktime.
End Tag Logo Project Introduction.
Guest lecturer on use of space and typography.

HW6 Page 214-219: Working with Cameras

FEB 23RD

Shoot Chroma Key in studio.
How to pull a key.

No Homework. Work on Chroma Key Project.

MAR 2ND

SPRING BREAK

No Homework.
Chroma Key Project due next week.

MAR 9TH

Chroma Key Project due.
Camera in Z space, Raytraced objects.

No Homework.
End Tag Logo due next week.

MAR 16TH

End Tag Logo project due at 9:35am
Kinetic Typography project introduction

No Homework. Work on Kinetic Typography project.

MAR 23RD

Working with extrusions.
2D and 3D tracking.

No Homework.
Kinetic Typography Project due next week.

MAR 30TH

Kinetic Typography Projects Due.
New effects session.

No Homework.

APR 6TH

New effects session.
Work on Final Project in class.

Work on Final Project.

APR 13TH

Draft of final project due. New effects session.
Work on Final Project in class.

Work on Final Project.

APR 20TH

Draft of final project due.
Work on Final Project in class.

Work on Final Project.
Final Project due next week.

APR 27TH

Final projects due by 5:30pm on Thursday, April 30th.