

Visual Communication & Design

Recommended Reading



CINEMA 4D 11 Workshop
by Arndt von Koenigsmarck

<http://www.billsclass.com>

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Office Hours

Monday

4:30 pm - 5:30 pm

Tuesday

8:30 am - 12:00 pm
2:00 pm - 3:00 pm

Wednesday

8:30 am - 9:00 am
10:50 - 12:00 pm
3:10 pm - 5:30 pm

Thursday

8:30 am - 9:00 am

**VCIL
2540**
CRN: 15726

3D Studio

Spring 2010 - 14 Week Session
Thursdays, 9:00am - 12:10pm
Room ELA 132

Course Description 3 Credit: 2 Lecture / 2 Lab

Advanced 3D modeling, 3D motion graphics and 3D animation using industry standard software. Course builds upon sequential 3D courses to provide advanced platform for custom 3D design, illustration, visualization, simulation or animation projects. Develop projects to satisfy audience/client, target market and production needs.

Prerequisite(s):

VCIL-2440 3D Simulation or departmental approval.

Course Objectives:

Upon satisfactory completion of VCIL 2540 - 3D Studio, the student should be able to perform the following outcomes and supporting objectives:

1. Implement design strategies and technical production to deliver 3D visualization project according to preproduction plans.
 1. Apply elements and principles of design/animation to satisfy visual communication project.
 2. Plan project requirements around client needs, resources, time and budget.
 3. Develop preproduction, planning and concepts for 3D design or animation and present for client review.
 4. Design and build replica or custom 3D models for use in 3D studio project.
 5. Design and apply custom textures through use of illustration, photography and other methods of content creation.
 6. Prepare still images or sequence for use in finished media presentation

3D Studio

Spring 2010

Grading

The Project: In this class students will have the opportunity to develop a self directed plan of study that culminates in a 3D design, illustration, visualization, simulation or animation project. Projects can be developed to explore narrative, instructional design, persuasive animation and other 3D industry applications.

Projects Proposal (10 points)

The proposal will include project theme, milestones, goals, intended audience and “deployment requirements”.

Influences & References (5 points)

Students are required to research aesthetic and technical solutions to production problems. Influences should be captured and presented as part of the preproduction process. Students are required to complete annotated concept explaining application of influences from research and reference.

Project Pre-Production (10 points)

Students are required to present full pre-visualization in the form of storyboards, concept art and supporting narratives.

Proof of Concept (10 points)

All students are required to present proof of concepts, animatics and/or prototypes of work in progress for peer review.

Project Presentation (40 points)

The culminating project should adhere to the original Project Proposal. The final presentation should be a fully realized project that includes a beginning, middle and end of presentation.

Production Portfolio (25 points)

A demo reel or project portfolio should be kept that provides evidence of all process work. Think of this deliverable as a project documentary. The product can be a presentation or stand alone piece of media.

Grading Scale

A: 90+ B: 80+ C: 70+ D: 60+ F: 59-

Course Schedule

Feb 4	Session 1	Intro to Class & Project Requirements
Feb 11	Session 2	Project Strategy & Influences
Feb 18	Session 3	Proposal Due
Feb 25	Session 4	Presentation of Pre Production & Influences
March 4	Session 5	Production
March 11	Session 6	Spring Break
March 18	Session 7	Production
March 25	Session 8	Presentation of Proof of Concept
April 1	Session 9	Production
April 8	Session 10	Production
April 15	Session 11	Class Presentation of Work in Progress
April 22	Session 12	Post Production
April 29	Session 13	Post Production
May 6	Session 14	Presentation of Product & Portfolio

Course & Department Requirements

Visual
Communication
& Design

Email Requirements: All students are required to check Tri-C student email on a regular basis or forward the Tri-C email to a personal account. Email is my preferred method of contact.

Attendance and Participation:

In this course, attendance and participation are not directly factored into the grading criteria, however, excessive absences or tardiness will inevitably undermine the success of your performance in class. All presentations, lectures, demonstrations and discussions are unique and can not be replicated. You are responsible for making up any missed content independently. Late projects will be reduced by 10%.

Assignments & Projects:

Assignments are required to be completed both in and out of class and with the assistance of supplemental Web material. Students are required to use the Technology Learning Center located on the third floor of the ESS building as needed. Assignments are due on time as described by the course schedule. Late assignments will be reduced by 10%. Assignments are to be completed and prepared for presentation prior to the start of the class on the day they are due.

Classroom & Course Policies

Student will refrain from any disruptive behavior in the class and VC&D department areas.

When attending class, students should be prepared to be productive and engaged in classroom activities.

Students should refer to the College Student Handbook for policies governing this class. <http://www.tri-c.edu/studenthandbook/default.htm>. Copies of the College Student are available and can be obtained from the Office of Admissions and Records.

Students who require adaptive or special needs because of disability or medical condition, please contact the instructor, counselor or Access representative as soon as possible, so that appropriate arrangements can be made.

No food or drink will be permitted in class at any time.

The lab is a public space. Keep it clean, safe and free of distraction.

Do not access or copy files and folders that do not belong to you.

Check the College Catalog for last day to withdraw from this course. Students who fail to withdraw themselves from class by this date will result in a failing grade for the course. Withdrawing from a class must comply with appropriate protocol and procedures set forth by the college. A student's failure to attend classes shall not constitute an official withdrawal.

If you have any questions or concerns about the information in this syllabus, please contact the instructor.



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