

**COURSE NUMBER:** CA4221  
**COURSE NAME:** Demo Reel Production  
**COURSE LENGTH:** 11 weeks  
**CONTACT HOURS:** 44 hours  
**CLASSROOM #:** ROOM #217  
**STUDENT LOGIN:** <http://stu.aii.edu>

**INSTRUCTOR:** Krishna Sadasivam  
**WEB SITE:** [sivamstudios.com/ait](http://sivamstudios.com/ait)  
**TWITTER:** [twitter.com/krishna\\_ait](https://twitter.com/krishna_ait)  
**EMAIL:** [krishna.at.ait@gmail.com](mailto:krishna.at.ait@gmail.com)  
**OFFICE HOURS:** By appointment  
**CREDITS:** 4  
**DATE OF SYLLABUS:** 7-6-10

**COURSE DESCRIPTION:**

In this course students will work in a studio environment and focus on the production and post-production of an animated short.

**PREREQUISITES:** CA4220 Demo Reel Research

**STUDENT LEARNING OBJECTIVES / COURSE OBJECTIVES:**

- Develop a compelling and engaging animated short focusing on characters, ideas and situations based on pre-visualization work completed in Demo Reel Research.
- Understand the importance of following a production schedule to meet an aggressive deadline.
- Develop branding and professional packaging that supports the animated project.

**STUDENT LEARNING OUTCOMES:**

Upon successful completion of the course the student will be able to:

- Explain the production process required to take a project from concept to completion
- Self-plan a production cycle and create realistic milestones and deliverables based on resources available.
- Understand the importance of professional packaging as it applies to branding.

**GRADING OPPORTUNITIES:**

- Grading opportunities will be based on the student's projected production schedule

**STUDENT LEARNING ASSESSMENT:**

- Rubrics will be used for the following projects:
  - Project 1 Revision
  - Project 2 Revision
  - Project 3 Revision
  - Project 4 Revision
- Grading rubrics will be determined based upon corrections and fixes students make to their revised projects
- Qualitatively through timeliness and professionalism in participation

**GRADING CRITERION:**

This general grading criterion might not be applicable to all projects, but can be used as the projects' guide in relation to the overall student learning objectives for the course:

- concept 25%
- design 25%
- execution 25%
- presentation 25%

**Concept** is based on your ideas leading up to the project. Did you explore all viable options for the project? Did you solve all design problems/issues with the given project? The start of your process is the concept.

**Design** is based on artistic rendering of the project. Did you aesthetically layout the project in a manner keeping true to what the project called for?

**Execution** is based on your technical aspects of the project. Do you have any typos? Are there technical issues with your project that take away from its design? The end of your process is the execution.

**Presentation** is based on your physical presentation of your project and when you are presenting the project for critique. Did you make certain the project was properly mounted to specifications (if applicable)? Are there any prints that came out off tonal value either on a projector, screen, and/or print? If yes, did you make note of the differences in your journal for next time? Did you use tissue paper to protect your project (if applicable)? Did you practice for the presentation of your project?

**HANDWRITTEN WORK**, no matter how neat you think it is, is not accepted.

**GRADING SCALE:**

<b>A</b> 4.0	94-100	<b>B-</b> 2.7	80-83	<b>D+</b> 1.4	67-69
<b>A-</b> 3.7	90-93	<b>C+</b> 2.4	77-79	<b>D</b> 1.0	60-66
<b>B+</b> 3.4	87-89	<b>C</b> 2.0	74-76	<b>D-</b>	N/A
<b>B</b> 3.0	84-86	<b>C-</b> 1.7	70-73	<b>F</b> 0.0	0-59

**CLASSROOM POLICIES:**

**Holidays:** This quarter has no holidays that will impact class.

**Required Text(s):** none.

**Recommended Text(s):** Per each design application the student might want to consider the

**Required Supplies:** Project dependent, based on student's exploration.

**Late Work:** Milestones will be graded based on student's production schedule. Late work will result in a reduction of one letter grade per week.

**Food/Beverages:** Food and non-sealed beverage containers are not permitted in any classroom, lab or studio.

**Cell Phones and other electronic devices:** Cell phone usage is not permitted in any classroom, lab or studio. All cell phones, beepers, games, two-way radios (Nextel), or any other communication device must be turned off before entering the classroom. Leaving the class to take/make a phone call is not permitted unless it is an absolute emergency.

**Plagiarism:** Plagiarism will not be tolerated and may lead to immediate expulsion from the class and/or college. Plagiarism includes taking words, ideas, or artwork from anyone else and presenting it as your own or not citing properly in accordance with APA Style Guide.

**Saving Work:** It is the student's responsibility to save his or her work to disk. Multiple copies should be saved and verified prior to leaving the classroom. The teacher is in no way responsible for the work saved on hard drives, nor is he/she bound to give an extension on work improperly saved. The hard drives will get purged regularly. **Students are expected to back up all work. Loss, theft, computer failure, etc. are not acceptable excuses.**

#### **CAMPUS POLICIES:**

**Add/Drop:** The first six (6) academic days (not including Saturdays, Sundays and holidays) of each quarter are designated as the schedule adjustment period. During this time, students may make registration adjustments (adding, dropping, or changing days/times of courses) without financial penalty.

**Attendance:** The Art Institute of Tampa policy requires students to attend a minimum of 82% (36 hours) of scheduled course hours in order to receive a passing grade in a course. Attendance will be taken twice in a class period. Once at the beginning of the 4 hour period and once after returning from the second break. Every student is required to remain for the full class period. If you are not present within 10 minutes of each roll call, you will be marked as half absent. Two half absences will function as the equivalent of 1 absence.

**ADA Statement:** To meet the needs of our students with disabilities, The Art Institute offers reasonable accommodations for qualified students with disabilities. Students or applicants who would like to request reasonable accommodations should contact the Student Services Coordinator for the school. Students with disabilities are encouraged to contact your instructor and the Dean of Student Affairs in advance of the quarter of study when accommodations are needed.

#### **PARTICIPATION CRITERIA:**

##### **Excellent**

**A (93-100)**

**A- (90-92)**

**Outstanding participation.** The student is actively engaged in every facet of the class. He/She comes to every class session ready to engage in informed discussion based on a thorough and critical reading of their homework assigned material (if applicable), and he/she maintains complete critical reading notes and brings it to every class session and keeps copies of everything in their journal. The student makes extraordinary contribution to the class through consistently thoughtful, well focused, and original examples. The student works collaboratively with his/her classmates and instructor and the student seeks assistance should he/she need it. **The student misses no classes.**

##### **Very Good/Good**

**B+ (87-89)**

**B (83-86)**

**B- (80-82)**

**Good participation.** The student is actively engaged in most facets of the class. He/She comes to every class session ready to engage in informed discussion based on a careful reading of the assigned material, and he/she maintains substantial number of critical reading notes and brings it to most class sessions. The student makes a solid contribution to the class through regular relevant and thoughtful comments, questions and examples. The student works collaboratively with his/her classmates and instructor and the student is likely to seek assistance should he/she need it.

The student misses the maximum of **one** class.

**Satisfactory**

**C+ (77-79)**

**C (73-76)**

**C- (70-72)**

**Average participation.** The student is actively engaged in some facet of the class. He/She comes to many class sessions ready to engage in informed discussion based on a general reading of the assigned material, including few critical reading notes and brings it to many class sessions. The student makes a contribution to the class through general, incomplete and/or tangential comments. The student, for the most part, works collaboratively with his/her classmates and instructor and is not likely to seek assistance on his/her own. The student misses **two** class sessions.

**Below Average**

**D (60-64)**

**Poor participation.** The student rarely demonstrated an active engagement in some facets of the class. He/She comes to many class sessions unprepared for informed discussion, and his/her critical reading notes are substantially incomplete and rarely bring it to the class sessions. The student does not collaborate with his/her classmates and instructor and the student is not likely to seek assistance on his/her own or even with direction. The student misses two-three class sessions.

**Failure**

**F (0-59)**

**Unacceptable participation.** The student is not an active member of the class.

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## **WEEK 1:**

### **Topics:**

- Introductions / Ice-Breaker
- Syllabi / Website / Contact info
- Discussion: What is Your Specific Area of Focus within the Industry?
- What should Go Into Your Demo Reel?
- Preparing Projects for Inclusion in Your Demo Reel
- When is it okay to start over?

### **Due Next Week:**

- Your list of **4 Projects** you would like to Revise for Inclusion in Your Demo Reel
- Bring in ALL your digital work for an in-class assessment

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## **WEEK 2:**

### **Topics:**

- Your list of 4 Projects you would like to Revise for Inclusion in Your Demo Reel
- Screening Your Work (What to Keep? What to Chuck?)
- Organizing Your Data
- Prioritizing Your Work
- Managing Your Time
- Tracking Your Progress

### **Due Next Week:**

- Milestone Checkpoint on Project 1 progress

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## **WEEK 3:**

### **Topics:**

- Tips to Manage Your Files Better
- The Importance of Data Back-ups (and some options)
- Archiving Your Data and related Assets
- Organizing Your Hard Drive
- Preparing Projects for Inclusion in Your Demo Reel
- Professional Presentation: Tips and Inspiration for Showing Off Your Best Work
- Studio Time to complete Project 1 revisions.

**Due Next Week:**

- Project 1 Revisions are Due. Bring the “Before” and “After” work for feedback and in-class critique

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**WEEK 4:**

**Topics:**

- Project 1 revisions Due.
- Individual assessment
- Annotating Your Work

**Due Next Week:**

- In-class milestone checkpoint on Project 2 revisions.

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**WEEK 5:**

**Topics:**

- In-class milestone checkpoint on Project 2 revisions.

**Due Next Week:**

- Project 2 Revisions are Due. Bring the “Before” and “After” work for feedback and in-class critique

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**WEEK 6:**

**Topics:**

- Project 2 Revisions Due. In-class critique.

**Due Next Week:**

- In-class milestone checkpoint on Project 3 revisions

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**WEEK 7:**

**Topics:**

- In-class milestone checkpoint on Project 3 revisions

**Due Next Week:**

- Project 3 Revisions are Due. Bring the “Before” and “After” work for feedback and in-class critique

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**WEEK 8:**

**Topics:**

- Project 3 revisions are due. In-class critique.

**Due Next Week:**

- In-class milestone checkpoint on Project 4 revisions.

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**WEEK 9:**

**Topics:**

- Organizing Your Work onto DVD.
- Archiving Work for Future use.

**Due Next Week:**

- Project 4 Revisions

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**WEEK 10:**

**Topics:**

- Project 4 Revisions Due. Class critique.

**Due Next Week:**

- Your 4 Projects, neatly organized on one DVD.

**WEEK 11:**

**Due Today:**

**Final Presentation Featuring Before and After Comparisons of Your Revised Work**

**CLASS SCHEDULE:**

**COURSE NUMBER:** CA4221

**COURSE NAME:** Demo Reel Production

**INSTRUCTOR:** Krishna Sadasivam

- I have completely read and fully understand the contents of this syllabus
- I take full responsibility for living up to these obligations including, but not limited to attendance, participation, notes, quizzes, projects, etc.
- I will ask for help/assistance (both in and out of class) if needed

Student Signature: \_\_\_\_\_ Instructor Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Print Name: Krishna M. Sadasivam

Date: \_\_\_\_\_ Date: \_\_\_\_\_