



MISSION STATEMENT

Miami International University of Art & Design is a multi-campus, career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The University is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

COURSE SYLLABUS

Course Number: CA4221
Course Title: Demo Reel Production
Class Meetings: 6PM - 10PM Thursday
Session / Year: Winter 2012
Instructor Name: Krishna M. Sadasivam
Email Address: ksadasivam@aii.edu, krishna.at.ait@gmail.com (preferred)
Telephone: 813-393-5220 (Alex Buffalo)
Office Hours: see <http://www.sivamstudios.com/ait> for course assignments, rubrics and office hours

Course Description: Through this course, students complete the digital portion of their portfolio. The students assess the strengths and weaknesses of their work to augment the final presentation. The course stresses the importance of professional presentation.

Course Length: 11 weeks
Contact Hours: 44 hours
Credit Values: 2 credits
Estimated Homework: 8 hours per week

Quarter Credit Hour Definition: A quarter credit hour is an amount of work presented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, studio work, and other academic work leading to the award of credit hours.



Learning Objectives:

Upon successful completion of the course, the student will:

Evaluate personal and professional skills and interests relative to application in possible career path

- Evaluate and identify an area of specialization best suited to your strengths
- Research professional and student work to determine direction of portfolio

Demonstrate the ability to pitch a concept

- Present and defend original portfolio concept

Explore self-promotional strategies

- Prepare, present and defend a project suitable for professional presentation
- Write a proposal based on the concept for peer and supervisor approval
- Produce a portfolio and a website

Produce a portfolio in accordance with program requirements and industry-standards

- Discuss the relative effectiveness of various media for different communication purposes
- Produce portfolio pieces according to graduation specifications

Course Prerequisite(s): Department Chair Approval, CA4221 Demo Reel Production, 3 Assessment Review

Text(s): *Careers in Computer Graphics & Animation*. Garth Gardner, Publisher
Garth Gardner Company, ISBN-10: 0966107527

Materials and Supplies: TBD

Technology Needed: an external data drive (for data backup)

Grading Scale: All assignments must have clear criteria and objectives. All students shall be treated equitably. It will be every student's right to know his or her grade at any reasonable time he or she requests it. The criteria for determining a student's grade shall be based on a percentage of total points, as follows:

| | |
|-----------|------|
| 93 – 100% | = A |
| 90 – 92% | = A- |
| 87 – 89% | = B+ |
| 83 – 86% | = B |
| 80 – 82% | = B- |
| 77 – 79% | = C+ |
| 73 – 76% | = C |

| | |
|----------|------|
| 70 – 72% | = C- |
| 65 – 69% | = D+ |
| 60 – 64% | = D |
| 0 – 59% | = F |

**Student Evaluation /
Grading Policies:**

Refer to instructor's website: <http://www.sivamstudios.com/ait> for course assignments and grading rubrics

**Electronic Submission of
Assignments:**

Any assignments submitted to the instructor as electronic attachments to an email are the responsibility of the student. Instructor will acknowledge the receipt of the email to the student within 24 hours of receiving it. If the student does not receive an acknowledgement within 24 hours it is the student's responsibility to contact the instructor, otherwise it is assumed that the assignment has not been sent.

Students with Disabilities:

The University provides accommodations to qualified students with disabilities. The Student Affairs Department assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at the University.

Students who seek reasonable accommodations should notify the Dean of Student Affairs of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need of accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Dean of Student Services to allow for time to gather the necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs. Complaints will be handled in accordance with the University's Student Grievance Procedure for Internal Complaints of Discrimination and Harassment.

Course Attendance:

The University expects students to attend all scheduled meetings of each course. Students should be prepared to start the quarter on the first day of classes and to add/drop courses early in the first week of the quarter to minimize absences. Absences accrue against the student even if the student was not originally registered for the class but adds it after the start of classes.

Students who do not attend any of their classes during the Add/Drop will be withdrawn from the University. They must contact the Assistant Director of Readmissions to return.

Students must attend a minimum of nine classes per course in order to receive a passing grade in the course. Attending less than nine classes or 36 hours of course instruction will result in course failure unless the Dean of Academic Affairs determines that there are acceptable

extenuating circumstances. Students should be prepared with written documentation of circumstances beyond their control that contributed to the absences for consideration by the Dean. If the student is allowed to remain in the class and receive a grade there will need to be a description of appropriate make up work from the respective Instructor. Please note that a student can withdraw from any class through the ninth week without receiving an "F." Course withdrawal forms must be submitted to the Registrar's Office by the close of business on Friday of week 9 in order to receive a "W" grade. Holidays and official class cancellations do not count as absences.

REQUIREMENTS

1. Attend all class meetings, arrive on time, and stay for the duration of the class.
2. Faculty policies regarding attendance, tardiness arriving to class and returning from breaks, or leaving class early can be found in the course syllabus.
3. Students who violate the attendance policy will fail the course.

Consecutive Days Absence Policy

A student who is withdrawn for failure to attend any classes within a consecutive ten calendar day period may be permitted to apply for readmission into the subsequent quarter.

Students who miss ten consecutive calendar days may be withdrawn from the University and will receive W's for all courses, if the withdrawal occurs before the end of the ninth week of the quarter, or WF's for all courses, if the withdrawal occurs after the end of the ninth week of the quarter. Students who have been withdrawn due to violation of the consecutive absence policy but are still in good academic standing will be able to return the following quarter through the readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing academic termination. See Satisfactory Academic Progress section.

Academic Honesty:

The University does not tolerate plagiarism, cheating, copying or academic dishonesty in any form. Academic integrity policies apply to both the giver and receiver of information. Students who witness any act of academic dishonesty should report the incident to a faculty member, their Chair, or to another member of the University staff or administration immediately.

Saving Work:

It is the student's responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved. Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis. Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work.

Reminders: Students wishing to withdraw from a course must do so before week nine. Students wishing to drop a course without penalty must do so the first week of class.

Library: The Libraries on each campus are one of the most important resources available to students while attending the University. The Library supports learning and encourages intellectual curiosity among students and faculty. The Library staff works in cooperation with faculty to help students develop into the ability to find, evaluate, and use information in order to become lifelong learners. To fulfill this mission, the Library develops and maintains a quality collection of books, periodicals, audiovisual materials, and online databases. The Library provides access to remote resources through Internet access and cooperative agreements with other libraries.

PLEASE NOTE: contents of syllabus are subject to change at the instructor's discretion.

IMPORTANT INFORMATION:

When is the First Portfolio Review?

The First Portfolio Review takes place during your third or fourth quarter. The first review will take place week 10 of the CA1400 2D Animation course. Your Portfolio will be reviewed by your CA1400 Instructor, Academic Chair, and/or additional Instructors from your program. An email will be sent to you with your results within a week of your review.

When is the Second Portfolio Review?

The Second Portfolio Review takes place during your sixth or seventh quarter. The second review will take place week 10 of the CA2200 Computer Modeling III course. Your Portfolio will be reviewed by your CA2200 Instructor, Academic Chair, and/or additional Instructors from your program. An email will be sent to you with your results within a week of your review.

When is the Third Portfolio Review?

The Third Portfolio Review takes place during your tenth or eleventh quarter. The third review will take place week 10 of the CA4221 Demo Reel Production course. Your Portfolio will be reviewed by your CA4221 Instructor, Academic Chair, and/or additional Instructors from your program. An email will be sent to you with your results within a week of your review.

When is the Final Portfolio Review?

The Final Portfolio Review takes place during your final quarter. The final review will take place week 10 of the CA4222 Demo Reel Presentation course. Your Portfolio will be reviewed by your CA4222 Instructor, Academic Chair, and/or additional Instructors from your program. An email will be sent to you with your results within a week of your review.

WEEKLY CLASS TOPICS AND ASSIGNMENTS

WEEK 1 _____ Thursday

Overview:

- This week, students will continue to develop materials in their area of focus: 2D animator, 3D animator, 3D organic modeler, Technical Artist, 3D Environment Modeler, Hard Surface modeler, Storyboard Artist, or Character Designer.
- The syllabi and outcomes for the course will be discussed, including specific deliverables for each of the above areas of focus.
- Each student will have a mentor (other faculty members) who will serve as an advisor for the scope of work and sign-off on the student's weekly progress.

Weekly Objective:

- The student will understand the importance of research and its role in assessing work to be placed within a demo reel.
- The student will research *at minimum* 10 companies specific to their field of interest and understand the listed job requirements.
- The student will understand the importance and use of a production schedule and implement one for keeping track of their progress.
- The student will understand the requirements for presenting their work in a professional manner.

Reading Assignment and/or Homework:

- Project proposal due (must be signed off by mentor)
- Read Syllabus, sign agreement form, return to instructor
- Read Portfolio Agreement form, sign, return to instructor

WEEK 2 _____ Thursday

Overview:

Students will continue working on their first project

Weekly Objective:

- Continue working towards completing first project
- Milestone checkpoint

**Reading Assignment
and/or Homework:**

- Week 2 mentor sign-off

WEEK 3 _____ Thursday

**Reading Assignment
and/or Homework:**

- Week 3 mentor sign-off

WEEK 4 _____ Thursday

Overview: * First Presentation *

Weekly Objective:

- *Hard surface modelers*: 1st model presented (fully lit and textured)
- *Environment modelers*: 1st environment model presented (fully lit and textured)

- **Organic modelers:** 1st organic model presented (fully lit and textured)
- **GAD character animator:** 3 character unit animations (each unit animation will have an attack, idle, death cycle)
- **MAA character animator:** 1st 11-second animation due
- **Character designer:** 3 character designs. Each character design will include fully inked and colored 11x17 sized images with the following:
 - 5-point turn-around
 - 6 expressions and 6 action poses (each pose and expression description neatly labeled)
 - color chart
 - bio pageeach page should be mounted on black matte board with specifications outlined in the project creative brief.
- **Storyboard artist:** 1 production quality storyboard (minimum 10 panels per board) neatly mounted on black matte board. Boards should be fully inked and shaded.
- **Technical animator:** 1 fully rigged character - video format that shows off the full expressiveness and articulation of the rig.

**Reading Assignment
and/or Homework:**

- **START PROJECT 2**

WEEK 5 _____ Thursday

Overview:

- **Milestone Checkpoint**

Weekly Objective:

- **Continue working on Project 2 deliverables**

**Reading Assignment
and/or Homework:**

- Week 4 mentor sign-off

WEEK 6 _____ Thursday

Overview:

- Milestone Checkpoint

Weekly Objective:

- Continue working on Project 2 deliverables

**Reading Assignment
and/or Homework:**

- Week 5 mentor sign-off

WEEK 7 _____ Thursday

Overview: * Second Presentation *

Weekly Objective:

- *Hard surface modelers:* 1st model presented (fully lit and textured)
- *Environment modelers:* 1st environment model presented (fully lit and textured)
- *Organic modelers:* 1st organic model presented (fully lit and textured)
- *GAD character animator:* 3 character unit animations (each unit animation will have an attack, idle, death cycle)
- *MAA character animator:* 1st 11-second animation due
- *Character designer:* 3 character designs. Each character design will include fully inked and colored 11x17 sized images with the following:
 - 5-point turn-around
 - 6 expressions and 6 action poses (each pose and expression description neatly labeled)
 - color chart

bio page

each page should be mounted on black matte board with specifications outlined in the project creative brief.

- **Storyboard artist:** 1 production quality storyboard (minimum 10 panels per board) neatly mounted on black matte board. Boards should be fully inked and shaded.
- **Technical animator:** 1 fully rigged character - video format that shows off the full expressiveness and articulation of the rig.

**Reading Assignment
and/or Homework:**

- **Week 6 mentor sign-off**
- **START PROJECT 3 DELIVERABLES**
- **PREPARE FOR PORTFOLIO ASSESSMENT**

WEEK 8

Overview:

- **Milestone checkpoint**
- **Week 7 mentor sign-off**

Weekly Objective:

- **Continue working on Project 3 Deliverables**

**Reading Assignment
and/or Homework:**

- **Week 7 mentor sign-off**
- **CONTINUE WORKING ON PROJECT 3 DELIVERABLES**
- **PREPARE FOR PORTFOLIO ASSESSMENT**

WEEK 9 Thursday

Overview:

- Milestone checkpoint

Weekly Objective:

- Continue working on Project 3 Deliverables

**Reading Assignment
and/or Homework:**

- Prepare for Portfolio Assessment
- Week 8 mentor sign-off

WEEK 10 _____ Thursday

Overview:

Portfolio Assessment

Project 3 deliverables should be complete and ready for review.

Weekly Objective:

Review materials for presentation next week

**Reading Assignment
and/or Homework:**

- Week 9 mentor sign-off
- Prepare for Final Presentation

WEEK 11 _____ Thursday

Overview: Final Presentation

Weekly Objective:

- *Hard surface modelers*: 1st model presented (fully lit and textured)
- *Environment modelers*: 1st environment model presented (fully lit and textured)
- *Organic modelers*: 1st organic model presented (fully lit and textured)

- **GAD character animator:** 3 character unit animations (each unit animation will have an attack, idle, death cycle)
- **MAA character animator:** 1st 11-second animation due
- **Character designer:** 3 character designs. Each character design will include fully inked and colored 11x17 sized images with the following:
 - 5-point turn-around
 - 6 expressions and 6 action poses (each pose and expression description neatly labeled)
 - color chart
 - bio pageeach page should be mounted on black matte board with specifications outlined in the project creative brief.
- **Storyboard artist:** 1 production quality storyboard (minimum 10 panels per board) neatly mounted on black matte board. Boards should be fully inked and shaded.
- **Technical animator:** 1 fully rigged character - video format that shows off the full expressiveness and articulation of the rig.
- **Week 11 mentor sign-off sheet due**

NOTE: Syllabus contents and schedule may be subject to change at the instructor's discretion.

Portfolio Requirements:

Students taking **Demo Reel Research** and **Demo Reel Production** will declare a specific focus in Demo Reel Research and provide a production schedule to accommodate their objectives. Projects will be due on **Week 4, Week 7** and **Week 11**. **Incomplete projects will be given the grade of ZERO.** Two incomplete projects will result in failure within the course.

Students are required to find a faculty mentor to sign off on their weekly progress.

Students are expected to show up on time. Students who are late to class on presentation days will not be allowed to present their work and take a ZERO on the project.

Hard Surface Modeling deliverables:

6 fully textured models (assets, buildings, mechanical objects) with process work from concept to final.

- 3 models will be complete in Demo Reel Research
- 3 will be completed in Demo Reel Production

Environment Modeling deliverables:

6 environments (interior / exterior) with process work (including references). The environments will be rendered as a fly-through along with individual stills.

- 3 environments will be completed in Demo Reel Research
- 3 environments will be completed in Demo Reel Production

Organic Modeling:

3 character models (fully lit and textured) in Demo Reel Research.
3 character models (fully lit and textured) in Demo Reel Production.

Models will be placed on an environmental dais or platform that compliments / matches the character's world.

GAD Character Animation:

9 unit animations using a pre-existing, properly rigged character. Each unit animation will include 3 cycles - an attack cycle, a death cycle and an idle cycle that matches the personality and attitude of the character (*optional*) one lip-synch.



- 5 unit animations will be completed for Demo Reel Research
- 4 unit animations will be completed for Demo Reel Production

MAA Character Animation:

6 Character Animation pieces with a focus on ACTING and personality, incorporating the 12 principles of animation will be required for Character Animators. The animations can be all 2D or all 3D or a mix of both, depending upon the focus of the student.

- 3 11 second animations will be completed for Demo Reel Research
- 3 11 second animations will be completed for Demo Reel Production

Character Designer:

9 character designs, with each character design including the following:

- a 5 point turn-around
- an expression sheet containing 6 expressions and 6 action poses
(*Each pose / expression will be neatly labeled.*)
- All characters will have a color chart and will be fully inked (analog or digital).
- Each character will include a bio page.

Each sheet will measure 11" x 17" and will be **professionally mounted** on black matte, printed on heavy stock paper at 300dpi CMYK. The matte board will be labeled as to its contents. The dimensions of the matte will include a 3/4" border on the left, top and right side with a 1" border on the bottom.

- 5 full character designs will be completed in Demo Reel Research
- 4 full character designs will be completed in Demo Reel Production



Storyboard Artist:

A total of 6 Production boards will be required. Boards will showcase a variety of subject matter with specific focuses in the following areas:

atmosphere
dialogue
action
establishing shots

Boards will be fully inked and shaded and include captions. Each frame will measure 4" x 6" in size and occupy an approximately 11" x 17" space. Storyboards will be professionally mounted on black matte, printed at 300dpi CMYK. The matte board will be labeled as to its contents. The dimensions of the matte will include a 3/4" border on the left, top and right side with a 1" border on the bottom.

- 3 production storyboards will be completed in Demo Reel Research
- 3 production storyboards will be completed in Demo Reel Production (each board must have a *minimum* of 15 panels per board)

Technical Animator:

6 full rigs will be required for the technical animator. Rigs will be shown in a video format and show off the full extent of the rig in terms of its expressiveness and articulation.

- 3 rig demos will be completed in Demo Reel Research
- 3 rig demos will be completed in Demo Reel Production

PLEASE NOTE: contents of syllabus are subject to change at the instructor's discretion.

NOTE: Syllabus contents and schedule may be subject to change at the instructor's discretion.

Portfolio Requirements:

Students taking **Demo Reel Presentation** should have a clear idea of their intended career focus.

This course will focus on professionally presenting the student's work.

Demo Reel Presentation deliverables:

- 1) playable DVD (auto-play / auto-loop), properly and professionally labeled with student's name, title / position, e-mail address, web URL, and phone number.
- 2) A focused demo reel with slates at the beginning and end of the reel. Slates will contain the student's name, professional title, phone number, web address and e-mail address.
- 3) An attractive DVD package - DVD case will match the branding of the other printed materials and include a resume, shotlist (demo reel breakdown) and optionally a print booklet.
- 4) Resume on quality resume paper and a professionally printed business card. All items reflect a cohesive look that fits with the overall brand of the artist.
- 5) An optional portfolio containing print work focusing on a specific strength.
- 6) A leave-behind (postcard)
- 7) An artist statement, incorporated on the student's website, that clearly addresses the skills and interests and provides a unique value proposition for the artist (i.e. what does Student XYZ uniquely bring to the table?)
- 8) A website (can be Wordpress, Blogger) or a custom site. Gallery page will contain focused work, life drawing, and concept work.
- 9) The student will make a minimum of 6 copies of their DVD package. One copy will go to the instructor, while the other 5 copies will go to Career Services. The student will have on hand *at least* 10 DVD packages for their portfolio show.

- 10) Each student will build a booth mock-up (using foam core or other available materials). Students will create a process blog and each week update the instructor with progress.
- 11) The deliverables (except for the booth) must be submitted as digital copies by mid term for final OK and sign-off.
- 12) All printed material must be submitted for formal presentation on Week 10.

STUDENT / INSTRUCTOR CONTRACT

(DUE AT THE BEGINNING OF CLASS ON WEEK 2)

I, _____, affirm that I have received the syllabus for _____ for Winter Quarter 2012. Furthermore, I have read the content of this document and understand that I will be held accountable for the assignments and other required work for this class.

I confirm that I have received the following documents:

- CA4221 syllabus
- Class attendance policy
- Grading criteria
- Statement of Project dues dates and/or deadlines.
- Purchase requirements
- Overview of assignments and class schedule
- The website for the course assignments (<http://www.sivamstudios.com/ait>) and the instructor's contact information (krishna.at.ait@gmail.com)

Signature

Date

