



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: CA4222
Course Title: Demo Reel Presentation
Class Meetings: 8AM - noon Fridays
Session / Year: Fall 2011
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:

Complete all necessary components for a final project

- Render all assets
- Integrate audio
- Complete final edit and deliver in appropriate format

Explore self-promotional strategies

- Prepare, present and defend a project suitable for professional presentation
- Complete 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
- Meet all expectations for portfolio requirements

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 _____ Friday

Overview:

- Self-assessment
- Graduation requirements
- Your goals for midterm
- Avoiding Common Mistakes: Do's and Don'ts for cutting your demo reel
- What to keep and what to leave off
- The Senior Show
- How You Will Be Evaluated

Weekly Objective:

- Students will understand the requirements for graduation and the required deliverables.
- Students will research other demo reels in their field of study for critique, discussion and feedback.
- Students will learn how to sequence their content using Adobe Premiere.

**Reading Assignment
and/or Homework:**

- Students will have a first draft of their demo reel to show in class.

WEEK 2 _____ Friday

Overview:

Students will be exposed to using Adobe Encore for burning a first play disc as well as how to integrate audio into their reel. Students will also learn about how to properly organize a DVD package.

Weekly Objective:

- Students will learn how to make an auto-play / auto-loop DVD
- Students will learn about the various resources for finding royalty free music and how to incorporate it into their reel.
- Students will learn how to properly assemble DVD packaging with a shot list and resume.
- Students will learn about what a demo reel breakdown (shotlist) is and what information needs to be included.

**Reading Assignment
and/or Homework:**

- Build an auto-play DVD of your demo reel with slates at the beginning and at the end
- Build your DVD case packaging with resume and tentative demo reel breakdown (shotlist)

WEEK 3 _____ Friday

Overview:

We'll critique the auto-play DVD and DVD packaging in class. We'll continue our look into promotion by tackling a second draft of business cards, resumes, and printed portfolio. We will also discuss the importance of a leave-behind.

Weekly Objective:

- Beefing up the resume to match your branding
- Fixing elements in the print portfolio
- Building a leave-behind that works

**Reading Assignment
and/or Homework:**

- Printed copy of finalized resume
- Digital copy of leave-behind postcard
- Digital copy of revised portfolio pages
- Digital copy of revised business cards

- Revised Demo Reel

WEEK 4 _____ Friday

Overview:

This week we'll look at your finished resume, business card, portfolio pages, and leave-behinds. We will also look at a revised version of your demo reel. Time will be given to finish website tweaks.

Weekly Objective:

- Student's promotional materials (resume, business card, portfolio pages, and leave-behinds) will be critiqued
- Students' reels will be assessed and critiqued
- Studio time will be provided to tweak and finish out portfolio website.

**Reading Assignment
and/or Homework:**

- Finish portfolio website and make any necessary changes to your promotional items as per the critique.

WEEK 5 _____ Friday

Overview: We'll critique the finalized websites this week. We will also look at the revised promotional material.

Weekly Objective:

Students will prepare for their mid-term presentations.

**Reading Assignment
and/or Homework:**

- ALL PROMOTIONAL ITEMS (BUSINESS CARDS, WEBSITE, DEMO REEL, DVD CASE DESIGN, POSTCARD LEAVE-BEHIND) are DUE in DIGITAL FORMAT NEXT WEEK.
- PREPARE A POWER POINT PRESENTATION TO SHOW OFF YOUR PROMOTIONAL ITEMS.

WEEK 6 _____ Friday

Overview:

Students will make a professional presentation (using PowerPoint) to show off their promotional items. Students will also screen their final DEMO REEL.

Due today:

- 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. (Digital format)
- 6) A leave-behind (4 x 6 postcard) (digital format)
- 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
- 8) A website (can be Wordpress, Blogger) or a custom site. Gallery page will contain focused work, life drawing, and concept work.

Weekly Objective:

Students will demonstrate a professional presentation, clearly showcasing their promotional work.

**Reading Assignment
and/or Homework:**

- Begin planning your SENIOR SHOW booth.
- Start putting together a plan for how your booth will be designed (including theme and concept)

WEEK 7 _____ Friday

Overview:

We'll discuss the importance of a trade show style presentation. Examples of other student booths will be shown.

Weekly Objective:

Students will bring in a plan showcasing their booth design. Students will have two weeks to build a final mock-up of their booth design. Booth building progress will be checked on a weekly basis. Students will have studio time to begin working on planning their booth.

**Reading Assignment
and/or Homework:**

Any printed promotional material should be ordered as soon as possible. All printed material will be due at the beginning of class on Week 10.

Build a small scale model of your booth and be prepared to defend your booth choice on Week 8.

WEEK 8 _____ Friday

Overview:

- We'll critique the booth models in class.

**Reading Assignment
and/or Homework:**

- Dress rehearsal for final presentation next week. Arrange your promotional materials into a PowerPoint presentation. Dress up and get ready to present your work!

WEEK 9 _____ Friday

Weekly Objective:

- Begin construction of your booth. Take photos of the construction process. Your booth design **MUST** match what you have created in your scale model.
- Dress rehearsal for your final presentation next week. Powerpoint presentation.

**Reading Assignment
and/or Homework:**

- Build the booth at home. Take photos and be prepared to show the class what you've been working on.

WEEK 10 _____ Friday

Overview:

- In-class presentation: All Printed Deliverables will be examined / critiqued in class today.

**Reading Assignment
and/or Homework:**

- Bring in ALL your promotional materials and booth setup for next week's PORTFOLIO SHOW.

Overview:

SENIOR SHOW PRESENTATION.

BRING A DATA DVD CONTAINING YOUR WEBSITE, BRANDING MATERIALS, PORTFOLIO PAGES - all neatly organized and assembled. Make the packaging look professional.

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:

- CA4222 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