

**ANI 362 / DC 362**

**DEPAUL UNIVERSITY** LOOP CAMPUS

**14 E. JACKSON** ROOM 210

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# TITLES FOR CINEMA AND ANIMATION

**THURSDAYS** 5:45 – 9:00PM

**OFFICE HOURS:** 4:00 – 5:30pm, Mondays CDM Room 478

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## PROFESSOR

Chris Kalis

## CONTACT

chris.kalis@depaul.edu

Office 478, 4th Floor CDM

## COURSE DESCRIPTION

This course explores concepts and techniques involved in creating movie titles, TV openings, and supporting graphics for video and animation. The use of alluring sound and imagery is essential to a successful and professional-looking film. A conceptual understanding of the role time and motion have in the presentation of visual content is explored through lectures and projects. Students will gain an appreciation and skill for producing time-based media that will add value, clarity, and sophistication to cinema and animation projects. Students are encouraged to enter the course with projects in need of titles and graphics.

## COURSE OBJECTIVES / LEARNING GOALS

Upon successful completion of this course, students will be able to:

**Recognize and appreciate title sequences as an art form.**

**Develop and integrate audio and video into a collaborative project.**

**Demonstrate knowledge of various phases of the post production workflow.**

**Apply function to typographic forms and music.**

**Assess the value and function of Titles based on established criteria or creative briefs.**

**TEXTBOOK** (available at bookstore or amazon.com)

*Design For Motion: Fundamentals and Techniques for Motion Design*

Austin Shaw. Focal Press. 2016.

## ADDITIONAL READINGS

*Creative Motion Graphic Titling For Film, Video, and the Web.*

*by Yeal Braha and Bill Byrne Focal Press, 2011.*

*The History of Motion Graphics: From Avant-Garde to Industry in the United States.* by Michael Betancourt. Wildside Press, 2013.

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## GRADE BREAKDOWN

**10pts** Attendance / Reading Responses

**5pts Lesson 1:** Typographic Layout

**5pts Lesson 1.5:** Animatic

**10pts Lesson 2:** Recreation: Designer Era

**20pts Project 1:** Title Sequence Team Pitch

**20pts Project 2:** One-minute Trailer

**30pts Project 3:** Title Design for Short Film

## GRADING SCALE

|          |                              |
|----------|------------------------------|
| A 100-93 | EXCELLENT WORK               |
| A- 92-90 |                              |
| B+ 89-97 |                              |
| B 86-83  | ABOVE SATISFACTORY           |
| B- 82-80 |                              |
| C+ 79-77 |                              |
| C 76-73  | SATISFACTORY/GOOD            |
| C- 72-70 |                              |
| D+ 69-67 |                              |
| D 66-63  | UNSATISFACTORY               |
| D- 62-60 |                              |
| F 61-0   | SUBSTANTIALLY UNSATISFACTORY |

This class is project-based and work-intensive. 90% of your grade will be based on projects.

All assignments and grades will be listed on our Course Online site:

**<https://d21.depaul.edu>**

All projects will be submitted for in-progress critiques. You will submit these through Vimeo so you need to register for an account. Final versions of projects need to be turned in as QuickTime movie files to D2L and uploaded to Vimeo. The class Vimeo page can be found at: **<https://vimeo.com/groups/455459>**

You can learn more about AfterEffects and other Adobe software at:

**<http://tv.adobe.com/product/after-effects/>**

**<https://helpx.adobe.com/after-effects/topics-cs6.html>**

## MATERIALS

This class will involve a large amount of video editing and compositing. Never trust that your work is safe on a lab computer! You need to develop safe work habits, so losing work will not be accepted as an excuse in this class. Therefore, you are required to purchase:

- A 2 or 4 GB (or larger) flash drive
- A portable external hard drive

## PROJECT NAMING CONVENTIONS

Class\_LastName\_FirstName\_ProjectName

Example: **ANI362\_KalisChris\_Project1.mov** or **DC362\_KalisChris\_Project1.mov**

*Failure to follow this format will result in an automatic 1 point deduction on the project*

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## **WEEK 1 / MAR 30**

### **TOPICS COVERED**

Introduction, Project Profiles

Lecture – Overview

Early Feature Film Design

### **ASSIGNMENT**

**Lesson 1:** Typographic Layout

### **READING**

**Betancourt** – Feature Film Title Design (PDF)

**Design For Motion:** Introduction: Motion Design

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## **WEEK 2 / APR 6**

### **TOPICS COVERED**

Concept: Avant-Garde, Expressionism,

Originators: Saul Bass, Pablo Ferro,

Maurice Binder, Stephen O Frankfurt,

Robert Brownjohn

### **ASSIGNMENT**

**Lesson 1.5:** Animatic

### **READING**

**Braha+Byrne: Chapter 1:**

Title Sequence Form and Function (PDF)

**Design For Motion:** Chapter 2: Style Frames

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## **WEEK 3 / APR 13**

### **TOPICS COVERED**

Title Designers: Jean Fouchet,

Wayne Fitzgerald, Pablo Nunez,

Dan Perri, Richard & Robert

Greenberg, Kyle Cooper

### **ASSIGNMENT**

Assign Groups / Choose Content for

Project 1

**Project 1:** Title Sequence Team Pitch

STORYBOARDS/WIP

### **READING**

**Braha+Byrne: Chapter 2:** A Brief History of

Title Sequence Design (PDF)

**Design For Motion:** Chapter 3: Design Boards

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## **WEEK 4 / APR 20**

### **TOPICS COVERED**

Contemporaries: Yu+Co, Fuel, Tomato,

Prologue, Geoff McFetridge,

Stephen Doyle, Carla Swanson, etc.

### **ASSIGNMENT**

**Project 1:** Title Sequence Team

Pitch MOTION TESTS/IN PROGRESS

CRIT

### **READING**

**Braha+Byrne: Chapter 3:**

Essentials of Typography + Time (PDF)

**Design For Motion:** Ch. 4: Presentations+Pitches

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## **WEEK 5 / APR 27**

### **TOPICS COVERED**

Presentation / Pitching  
Cinematic Conventions  
Typographic Principles

### **ASSIGNMENT**

**Project 1:** Title Sequence Team  
Pitch FINAL PRESENTATION/  
CRITIQUE  
Lesson 2: Recreation: Designer Era

### **READING**

**Design For Motion:** Ch. 5: Developing Concepts

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## **WEEK 6 / MAY 4**

### **TOPICS COVERED**

Presentation / Pitching  
Cinematic Conventions

### **ASSIGNMENT**

**Lesson 3:** Recreation #3 Logo Era

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## **WEEK 7 / MAY 11**

### **TOPICS COVERED**

Cinematic Conventions

### **ASSIGNMENT**

**Project 2:** One-minute Trailer

### **READING**

#### **Design For Motion:**

Chapter 6 : Process-To-Outcome

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## **WEEK 8 / MAY 18**

### **TOPICS COVERED**

Contemporary Title Design /  
Beyond Films / Editing + Music

### **ASSIGNMENT**

**Project 3:** One-minute trailer  
ROUGH CUT DUE

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**WEEK 9 / MAY 25**

**TOPICS COVERED**

Contemporary Title Design

**ASSIGNMENT**

**Project 2:** One-Minute Trailer - FINAL CUT

**Project 3 :** Title Design for Short Film

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**WEEK 10 / JUN 1**

**TOPICS COVERED**

Contemporary Title Design

**ASSIGNMENT**

**Project 3:** Title Design for Short Film

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**WEEK 11 / JUN 8**

**FINALS WEEK**

NO CLASS MEETING

**ASSIGNMENT**

**Project 3:** Title Design for Short Film

Deliver: Final Cut with Sound

Due: June 8th, 2017 6pm

NO CLASS MEETING

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## **EVALUATION OF PROJECTS:**

**THOUGHT / RESEARCH:** This is the intellectual or conceptual component of a project. You might equate it with ‘art direction’ or ‘strategy’.

### **STRUCTURE / FORM / RHYTHM / TIME:**

Your use of the basic ‘elements and principles of design as we say. How well you’ve managed to communicate the previous component. Sometimes we call these two aspects of our work: form and content.

**CRAFT / DETAIL:** Ability to follow project parameters and instructions. Attention to detail. Desire to have a clean edge, uniformity, clarity, and detail.

### **PROCESS / EFFORT / PROFESSIONALISM:**

This is where we collect some aspects of our work that are perhaps a bit more intangible. Both ‘effort’ and ‘professionalism’ fall into this category. Your ability to show up to class on time, participate meaningfully in critiques, attempt things that seem beyond your reach, etc.

## **COURSE POLICIES**

### **ATTITUDE**

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another’s opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

### **CIVIL DISCOURSE**

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student’s ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

### **CELL PHONES/ON CALL**

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an unobtrusive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

### **LATE PAPERS/PROJECTS**

Late papers and projects are not accepted. If there is an emergency, proper documentation is required before the deadline.

### **ATTENDANCE**

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. Three absences for any reason, whether excused or not, may constitute failure for the course.

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## COURSE POLICIES

### CHANGES TO SYLLABUS

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements on D2L and sent via email.

### ACADEMIC INTEGRITY AND PLAGIARISM

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

### ACADEMIC POLICIES

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: [cdm.depaul.edu/enrollment](http://cdm.depaul.edu/enrollment).

### ONLINE COURSE EVALUATIONS

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks.

Students do not receive reminders once they complete the evaluation. Students can complete the evaluation online in CampusConnect or alternatively, the instructor may select to provide in-class time for students to complete the evaluations.

### STUDENTS WITH DISABILITIES

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu). Lewis Center 1420, 25 East Jackson Blvd. Phone number: (312)362-8002 | Fax: (312)362-6544 | TTY: (773)325-7296