2014 Fall Semester
60 Carroll Hall
UNC School of Journalism &
Mass Communication

Tuesdays & Thursdays
**Section 001**: 9am – 10:50am

# JOMC585: 3D Design Studio
*Maya for Visual Communication and Multimedia Design*

+ + + + + + + + + + + + + + + + + + + + + + + + + + + + + + +

**Dr. Spencer Barnes**
Assistant Professor
51 Carroll Hall
srbarnes@email.unc.edu

**Office Hours**
**Tuesdays & Thursdays:** 1pm – 2:30pm
**Fridays:** By appointment only (no later than 1:30pm)

# Description and Policies

## Course Description

The utilization of 3D software in visual communication is both an art and a science. In *JOMC 585: 3D Design Studio* you will learn how to use a 3D software package called Autodesk Maya and to apply its capabilities to dynamic explanations of information and phenomena.

Building design skills comes with practice and this class is comprised of a series of exercises and projects. Design is also an intellectual exercise, so we will have discussions and reviews (i.e., critiques) of your work during the semester to help further your understanding of the design principles and processes involved. Because of the structure of this course, attendance is necessary for learning and is required (unexcused absences will affect your final grade). **Deadlines are fixed.** If you need to miss a class, it is your responsibility to advise me in advance and make up the work. You are expected to conduct yourself within the guidelines of the UNC-CH Honor Code (see p. 9). All work must be completed with the high level of honesty and integrity that this University demands.

## Goals of the Course

There are three primary goals for this class:

*Software and Production Skills:* You should finish the semester with a working knowledge of Autodesk Maya which will enable you to continue learning as you engage in a range of visual design projects.

*Fundamentals:* You should have a good understanding of how to apply 3D software for the depiction and dynamic explanation of information and phenomena.

*Showreel*: By the end of the course you will have completed three projects suitable for a showreel that can be included in your portfolio. As mentioned earlier, design is an intellectual endeavor, and an on-going process. This class will not turn you into an expert in visual effects, but we hope that you will finish the semester with a solid foundation in 3D modeling and animation, and a repertoire of useful skills.

# Required Materials

You will be required to acquire and install the latest version of Autodesk Maya on your laptop computer. The software is free from the Autodesk Education Community website located at the following url: http://students.autodesk.com/.

## You are expected to bring your laptop computer to every class.

You will also be required to obtain a Lynda.com student membership. Video tutorials will be made available to you on the site. The tutorials will sometimes be assigned for required viewing. The total cost will depend on the number of students enrolled, but will most likely be less than $40.00.

Additionally, I will assign videos for specific exercises and skills. I will also assign a variety of required reading materials and websites to be supplied during the semester.

Sakai, https://sakai.unc.edu, will house our course website.

## Textbook

**Mastering Autodesk Maya 2015**
Todd Palamar (2014) - John Wiley & Sons
ISBN: 9781118862513

Textbook Companion Assets:
http://www.wiley.com/WileyCDA/WileyTitle/productCd-1118862511.html#instructor

## Items to purchase

**Backup tools**
DVDs, USB flash drive, portable hard drive or iPod. Remember that you are responsible for backing up your work. No deadline will be extended due to a loss of files.

**Sketchbook**
You will need to roughly sketch your ideas when exploring new concepts. Don't worry about your drawing skill level. Each project will include a rough storyboard that you produce prior to completing the project in Maya.

## Supplemental Readings & Resources

**Introducing Autodesk Maya 2015: Autodesk Official Press**
Dariush Derakhshani (2014) - John Wiley & Sons
ISBN: 9781118862841

# Assignments and Grading

## Grading

This is a project-oriented course with grading based on four (4) main projects which you will work on during class and at home. There will also be several key exercises and homework assignments that will be graded. No final exam will be given.

**Assignments**

| | Value |
|---|---|
| Pop Quizzes | 5% |
| Homework and Key Exercises | 15% |
| Project 1: Architecture | 10% |
| Project 2: Animal Behavior | 20% |
| Project 3: Natural Phenomena | 20% |
| Project 4: Showreel | 30% |
| | **100%** |

**Scale**

| Percentage | Grade |
|---|---|
| 100-97.5% | A |
| 97.4-92.0% | A- |
| 91.9-89.0% | B+ |
| 88.9-84.0% | B |
| 83.9-80.0% | B- |
| 79.9-77.0% | C+ |
| 76.9-73.0% | C |
| 72.9-70.0% | C- |
| 69.9-68.0% | D+ |
| 67.9-63.0% | D |
| 62.9-60.0% | D- |
| 59.9% and below | F |

## Attendance Policy

Each student will be allowed two (2) unexcused absences and beyond that amount of unexcused absences the student's final will be reduced by 10% for each additional unexcused absence. Excused absences (doctor's note or cleared with me in advance) do not affect your grade. **If no documentation is presented within one day of your return to class the absence will be considered unexcused.**

## Notes

**The work that you submit is what will be graded. No exceptions.**

**Late Work:** The maximum grade that can be attained for a late assignment (e.g., exercise, project, etc.) will be reduced by 15% for every day that it is late. You have a maximum of one class period to submit late work, otherwise you will receive a zero for the assignment.

You are required to participate in critiques and reviews in class. Reviews are intended to stimulate thought and discussion between you and your colleagues. It is a forum for learning as well as a standard practice for developing ideas.

Please be aware that I reserve the right to reduce grades at the end of the semester in some cases based upon your class attendance, participation in critiques and reviews, and the overall quality of your work.

# Assignments and Grading

Grading Criteria: Exercises and Projects

During this course you will be completing several lab exercises and homework assignments with Autodesk Maya. These exercises are intended to give you a better understanding of the software in preparation for the other projects. As mentioned earlier, some of these short exercises will be graded and commented upon, and you will be given credit for completing them on time.

**All grades are final, non-negotiable, and will not be approximated. No exceptions.**

**If your completed work is not submitted to the Dropbox you will receive a grade of zero for the assignment. No exceptions.**

**You are expected to remain in class until class is dismissed.**

**You are expected to complete all readings and to watch all tutorial videos that are assigned for homework.**

**All projects are to be completed as detailed in their respective project briefs and all project requirements must be followed.**

Be prepared to work on projects outside of class. You will be able to work on some projects during class sessions but that will not be enough. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. Please note that the lab will sometimes be locked when you expect otherwise. If this is the case, please do not contact me as I have no control over lab access. Regardless of such circumstances you are still expected to complete your assignments on time.

A note about lab hours: the computer labs are in use all day from Monday through Thursday for classes but they should be open for general use on Fridays and on Sundays.

There are several expectations that you should meet in order to get a high grade. These are the general grading criteria I will be using for the projects:
1. Every project must be completed on time
2. Quality of the 3D models and their associated animations and renderings
3. Use of creativity and imagination
4. Attendance

| | | Topic/Theory* | Assignment |
|---|---|---|---|
| 8-19 | Tuesday | Introduction to JOMC 585 and orientation to the lab/ Introduction to Autodesk Maya/ Introduction to Adobe After Effects | |
| 8-21 | Thursday | Matte Painting/ Inorganic Polygonal Modeling | |
| 8-26 | Tuesday | Matte Painting/ Inorganic Polygonal Modeling | |
| 8-28 | Thursday | Matte Painting/ Inorganic Polygonal Modeling | |
| 9-2 | Tuesday | Inorganic Polygonal Modeling/ UV Texturing | |
| 9-4 | Thursday | Inorganic Polygonal Modeling/ UV Texturing | Exercise 1 is due |
| 9-9 | Tuesday | Inorganic Polygonal Modeling/ Rendering | |
| 9-11 | Thursday | Inorganic Polygonal Modeling/ Rendering | |
| 9-16 | Tuesday | Critique | Project 1 is due |
| 9-18 | Thursday | Organic Polygonal Modeling | |
| 9-23 | Tuesday | Organic Polygonal Modeling | |
| 9-25 | Thursday | Organic Polygonal Modeling/ Rigging | |
| 9-30 | Tuesday | Organic Polygonal Modeling/ Rigging | |
| 10-2 | Thursday | Organic Polygonal Modeling/ Rigging | |
| 10-7 | Tuesday | Organic Polygonal Modeling/ Animation | |

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

| | | Topic/Theory* | Assignment |
|---|---|---|---|
| 10-9 | Thursday | Organic Polygonal Modeling/ Animation | Exercise 2 is due |
| 10-14 | Tuesday | Organic Polygonal Modeling/ Animation | |
| 10-16 | Thursday | FALL BREAK | |
| 10-21 | Tuesday | Organic Polygonal Modeling/ Animation | |
| 10-23 | Thursday | Critique | Project 2 is due |
| 10-28 | Tuesday | Dynamic Phenomena | |
| 10-30 | Thursday | Dynamic Phenomena | |
| 11-4 | Tuesday | Dynamic Phenomena/ Paint Effects | |
| 11-6 | Thursday | Dynamic Phenomena/ Paint Effects | |
| 11-11 | Tuesday | Dynamic Phenomena/ Paint Effects | |
| 11-13 | Thursday | Dynamic Phenomena/ Paint Effects | |
| 11-18 | Tuesday | Critique | Project 3 is due |
| 11-20 | Thursday | Advanced Topics in Maya/ Compositing | |
| 11-25 | Tuesday | Advanced Topics in Maya/ Compositing | Exercise 3 is due |
| 11-27 | Thursday | HOLIDAY | |
| 12-2 | Tuesday | Advanced Topics in Maya/ Compositing | |
| **12-11** | **Thursday** | **Final Critique @ 9am** | **Project 4 is due** |

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

# Working practices

## Working over a network

You will turn in your assignments by uploading them to the Carroll server. A server is simply another computer with lots of hard drive space that is connected to the lab computers. This provides a central location from which you can access project files, post your assignments, and temporarily store your work. There will be four folders on the server in a master folder for JOMC 585: 1) Class Materials, 2) Drop Box, 3) Instructor, and 4) Students. All materials needed for class such as lectures, lecture notes, and demonstration files will be located in *Class Materials*. You will turn in or post your homework assignments, final exercises, and projects into the *Drop Box*. The *Students* folder is for your use. You may store copies of your work or any other class related files in this folder. Please create a folder within *Students* with your name (e.g., John Doe) on it for storing your files.

The network that your lab computer uses to talk to the server is shared by the entire school and it can slow down or "freeze" if too many people try to use it simultaneously. If you open a file directly from the server it may "hang" when you are trying to save it and your work will be lost. There will be nothing that we can do to retrieve the file if this happens. BEFORE WORKING ON A FILE COPY IT TO THE DATA DRIVE ON YOUR COMPUTER AND THEN OPEN IT FROM THE DATA DRIVE TO WORK WITH IT. PLEASE NOTE: IF YOU COPY A FILE TO YOUR DESKTOP INSTEAD OF TO THE DATA DRIVE, IT WILL BE ERASED AT THE END OF THE DAY. THE DATA DRIVE IS NOT ERASED UNTIL THE END OF THE SEMESTER.

While you may store copies of your work on the server during the semester other students will have access to that common folder which increases the chance of a file being accidentally damaged or lost. Also, I will maintain and organize our files on the server on a regular basis. If you do not have a backup you will lose your work. ALWAYS make a separate copy of your current work on a flash drive or other portable storage device before the end of class.

## ++++++ ALWAYS BACKUP YOUR FILES ! ++++++

LOST FILES AT A DEADLINE ARE NOT EXCUSABLE AND WILL ADVERSELY AFFECT YOUR FINAL GRADE.

# UNC Honor Code

All students must adhere to the UNC Honor Code which states that a student must "refrain from lying, cheating, or stealing". The University of North Carolina at Chapel Hill has had a student-administered honor system and judicial system for over 100 years. The system is the responsibility of students and is regulated and governed by them, but faculty share the responsibility. If you have questions about your responsibility under the honor code, please bring them to your instructor or consult with the office of the Dean of Students or the Instrument of Student Judicial Governance. This document, adopted by the Chancellor, the Faculty Council, and the Student Congress, contains all of the policies and procedures pertaining to the student honor system. Your full participation and observance of the honor code is expected. Additional information pertaining to the UNC Honor Code can be found by going to http://honor.unc.edu or by contacting the Office of the Dean of Students.

# Academic Accommodations for Students with Disabilities

The Department of Disability Services provides services and reasonable accommodations to currently enrolled undergraduate and graduate/professional students with disabilities. Their mission is to provide students with disabilities equal access to the services, programs, and activities of the University so that they may, as independently as possible, meet the demands of University life. In order to take advantage of available accommodations please visit the following link: http://disabilityservices.unc.edu/index.html .

# ACEJMC Core Values and Competencies

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all journalism and mass communications graduates should be aware of certain core values and competencies and be able to:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;

- **Understand concepts and apply theories in the use and presentation of images and information;**

- Demonstrate an understanding of professional ethical principles and work ethically in the pursuit of truth, accuracy, fairness and diversity;

- **Think critically, creatively and independently;**

- **Conduct research and evaluate information by methods appropriate to the communications professions in which they work;**

- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- **Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;**

- **Apply basic numerical and statistical concepts;**

- **Apply tools and technologies appropriate for the communications professions in which they work.**

**The competencies highlighted in blue are specifically addressed in this course.**