

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Media Laboratory Practice 3.
Name of the subject in English:	Media Laboratory Practice III.
Credit value of the subject:	7
The code of the subject in the electronic study system:	BN-MEDLP3-07-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 6, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	[Media Laboratory Practice II. (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The purpose of the course is to acquire technical knowledge (software knowledge and skills), creative skills (design skills) and artistic mastery (aesthetic approach) of media design specific elaboration of technical imagery at an advanced. As a result of completing the course, the student is able to recognize, analyze, understand, apply and conceptualize the professional contents, technical experience, and his/her acquired creative abilities in the field of media design specific elaboration of technical imagery at an advanced level.

SUMMARY OF THE CONTENT OF THE SUBJECT

Cseszneg Gyöngyi & Eszter Szabó (A.): to get a general idea across in a visual project? How to express different concepts, and qualities through composition, details, colors, and motion?

Students will get acquainted with the basics of visual language through character - and background design.

During the semester, students will be introduced to the basics of vector animation through Adobe Animate. They will master freehand drawing with interactive digital pens, brushes, and experiment with various styles and workflows.

Berkes Bálint (B.): An introduction to 3Dmapping. Students will encounter a situation where their creation really works as an installation. Much more emphasis needs to be placed on creating a 'one-off experience'. Understanding this process requires thinking as a creator as well as a technician to get the most out of their ideas. During the ten sessions, we will review the basics, tools and emerging issues of the world of projection mapping and implement them in the students' work.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

A.: Master the basics of Adobe Animate. Learn to use a digital pen. Learn some free-hand and vector drawing. Learn about character design. Create a self-portrait/avatar. Create a background. Create two simple animations (bouncing ball & walk cycle - copy). Adapt your character to a given context/story. Create a spot illustration.

B.: Learn the basics of 3D mapping. Introduction and learning of Resolume Arena software. Understand and apply design and construction tasks.

Students will be confronted with several types of mapping tasks, both individual and in groups. They will be challenged both artistically and technically.

EVALUATION OF THE SUBJECT:

A.: Have a finished project - 20%

Have a character that is uniquely designed, original and animated accordingly - 20%

Progression compared to oneself, the effort put in the project - 20%

Active participation in class (mini-lectures, etc) - 20%

Craftmanship - 20%

91-100%: excellent

76-90%: good

61-75%: satisfactory

51-65%: pass

0-50%: fail

B.: presence 10%

class assignments and participation 40%

homework: creative incorporation of learned techniques into your own work, uniqueness and elaboration of work 20%

respecting deadlines 20%

end of semester presentation 10 %

91-100% excellent

76-90% good

61-75% satisfaction

51-65% pass

0-50% fail

OBLIGATORY READING LIST:

- *Ways of seeing* : based on the BBC television series with John Berger. BBC, 1980
- Williams, Richard: *The animator's survival kit : Expanded edition*. Faber and Faber, 2009