

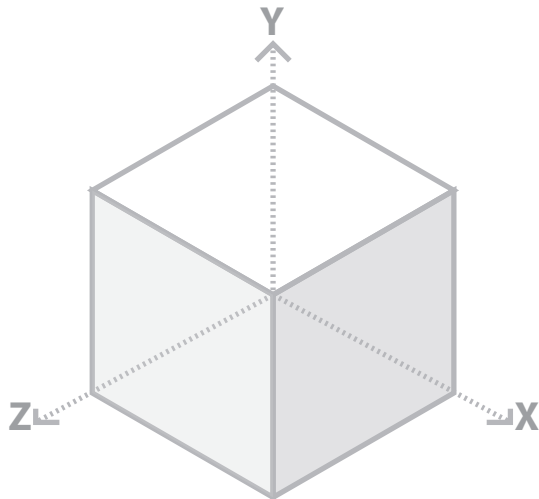
2007 FALL SEMESTER
60 Carroll Hall
Tuesday and Thursday
02.00-03.50 p.m.

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Office Hours Tuesday and Thursday
01.00-02.00 p.m. and by appointment

JOMC 585

3D Design Studio

Maya for Information Graphics



3D is a powerful tool for creating information graphics. The most advanced 3D program is Maya, the standard in the film, animation, and special effects industries.

In JOMC 585 you will learn the basic tools of Maya (modeling, texturing, lighting, animation and rendering) by completing several information graphics exercises and projects.

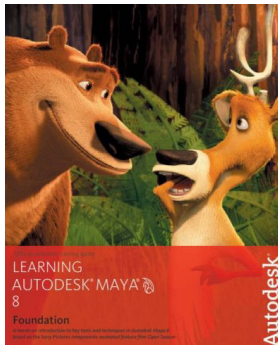
Description and policies

Course description

In 3D Design Studio we will discuss the appropriate use of 3D software for information graphics and visual presentations. We will focus on journalistic narratives but the skills you will learn will be useful for many other purposes. During this class you will learn basic techniques with **Maya 8.5**, one of the standard tools for video games, special effects and animation movies.

It is very important to remember that **attendance is required** (unexcused absences will affect your final grade) and deadlines are absolute. If you need to miss a class, it is your responsibility to tell me in advance and to make up the work.

I expect that you will conduct yourselves within the guidelines of the UNC-CH Honor Code. All work must be completed with the high level of honesty and integrity that this University demands.



Required reading

Learning Maya 8: Foundation
Autodesk Maya Press, Sybex (2006)

Suggested readings

Mastering Maya 8.5
John Kundert-Gibbs - Sybex (2007)

Macromedia Flash Professional 8 Hands-On Training
James Gonzalez - Peachpit Press (2005)



Items to purchase

USB flash drive
You must back up your files. Please, remember that you are responsible for this. No deadline can be missed due to loss of data.



Sketchbook, pencils and pens
Any assignment must be sketched before you start working with the computer

Assignments and grading*Grading*

This is a project-oriented course. Therefore, the grading will be based on **two exercises and two projects**.

Components

Exercise 1: Boog the Bear (pages 181-227)	100
Exercise 2: SUV (pages 363-391)	100
Project 1- Carroll Hall	400
Project 2 -Asimo	400
Total	1,000

Scale

Points	Grade
950-1,000	A
920-949	A-
890-919	B+
840-889	B
800-839	B-
770-799	C+
730-769	C
700-729	C-
680-699	D+
630-679	D
600-629	D-
599 and below	F

Notes

Please, be aware that I reserve the right to change grades at the end of the semester in some cases according to class attendance, participation in discussions and the overall quality of your lab exercises.

Assignments and grading

Grading criteria: In-lab exercises and projects

During the semester we will be completing several **lab exercises** with Maya, Flash, Illustrator and Photoshop. Two of them will be graded but the others will not. The exercises are intended to give you a better understanding of the software and to get you ready for the **projects**. We will do in-class reviews both of exercises and projects.

Be prepared to work on exercises and projects out of class. You will have time during sessions for hands-on work but that will **never** be enough. Learning 3D is very time consuming. 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. And remember that I will be available to help you.

There are several expectations that you should meet in order to get a high grade. These are the generic grading criteria I will be using for the projects:

1. Every project must be completed on time
2. News value of the presentation. How much information is given with clearness and accuracy
3. Spatial organization, structure of the elements
4. Quality of the 3D models, lighting and rendering
5. Aesthetic design choices in general
6. Creativity

Out of class exercises

I will be glad to review other out of class exercises if you are interested. We can do this during office hours or by appointment. However, it is very important for you to remember that **these exercises will not be considered whatsoever** for your final grade.

Course calendar

		<i>Discussion</i>	<i>Practice</i>
<i>August</i>	Tuesday 21	Introduction to the course	---
	Thursday 23	Introduction to the Maya interface and workflow. Basic tasks.	In-lab Exercise
	Tuesday 28	Basic techniques: modeling, texturing, lighting I	In-lab Exercise
	Thursday 30	Basic techniques: modeling, texturing, lighting II	In-lab Exercise
<i>September</i>	Tuesday 4	Basic techniques: modeling, texturing, lighting III	In-lab Exercise
	Thursday 6	Basic techniques: modeling, texturing, lighting IV	In-lab Exercise
	Tuesday 11	Basic techniques: modeling, texturing, lighting V	In-lab Exercise
	Thursday 13	Basic techniques: modeling, texturing, lighting VI	In-lab Exercise
	Tuesday 18	Basic techniques: modeling, texturing, lighting VII	In-lab Exercise
	Thursday 20	---	Exercises 1 and 2
	Tuesday 25	(OUT OF TOWN - Seminar in Madrid, Spain)	Exercises 1 and 2
	Thursday 27	Animation, advanced techniques, building Flash graphics I	In-lab Exercise
<i>October</i>	Tuesday 2	<i>Due BEFORE class starts: Exercises 1 and 2</i> Animation, advanced techniques, building Flash graphics II	In-lab Exercise
	Thursday 4	Animation, advanced techniques, building Flash graphics III	In-lab Exercise
	Tuesday 9	Animation, advanced techniques, building Flash graphics IV	In-lab Exercise
	Thursday 11	Animation, advanced techniques, building Flash graphics V	In-lab Exercise
	Tuesday 16	Animation, advanced techniques, building Flash graphics VI Guidelines for Project 1	Project 1

Course calendar

		<i>Discussion</i>	<i>Practice</i>
	Thursday 18	FALL BREAK	---
	Tuesday 23	---	Project 1
	Thursday 25	---	Project 1
	Tuesday 30	---	Project 1
<i>November</i>	Thursday 1	---	Project 1
	Tuesday 6	---	Project 1
	Thursday 8	(OUT OF TOWN - Seminar in Lima, Peru)	Project 1
	Tuesday 13	<i>Due BEFORE class starts: Project 1</i> Guidelines for Project 2	Project 2
	Thursday 15	---	Project 2
	Tuesday 20	---	Project 2
	Thursday 22	THANKSGIVING RECESS, UNIVERSITY HOLIDAY	---
	Tuesday 27	---	Project 2
	Thursday 29	---	Project 2
<i>December</i>	Tuesday 4	---	Project 2
	(Thursday 6)	<i>NO CLASS</i> <i>Due at NOON: Project 2</i>	---

Project 1

Carroll Hall

You will have to create a 3D model of the JOMC building and then animate it and add interactivity to it using Flash. The goal of the project is to build an online information graphic that can be used in the School's website by prospective students and visitors.

Examples of the kind of graphic you have to create:

http://www.elmundo.es/especiales/2004/04/espana/bodareal/escenario_almudena_grafico.html

<http://www.whitecitystories.org/?loc=architecture>



This project is due on November 13 BEFORE class starts.

Project 2

Asimo

The online publication you work for is going to publish a special story on artificial intelligence. As a background piece, your editor wants you to build a Flash/3D infographic explaining how Asimo, the humanoid robot made by Honda, works, and what the research behind its concept is useful for.

More info:

<http://world.honda.com/ASIMO/>

<http://asimo.honda.com/>

An example of the kind of graphic you have to create:

http://www.nytimes.com/packages/khtml/2006/10/03/science/20061003_FOOT_GRAPHIC.html

This project is due on December Thursday 6 at noon.

