

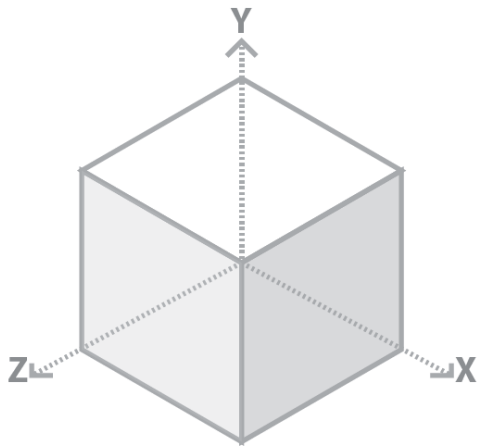
FALL SEMESTER  
Monday and Wednesday  
09.00-10.50am

Alberto Cairo Assistant professor  
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Office Hours Monday and Wednesday  
11.00am-12.00pm 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.

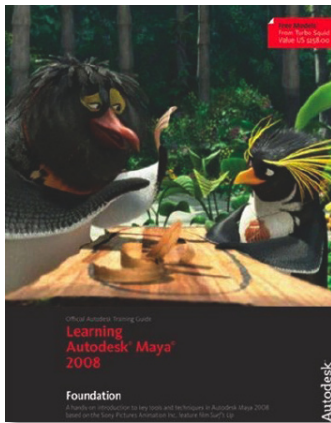
## Description and policies

### *Course description*

In 3D Design Studio we will discuss the appropriate use of 3D software for information graphics and visual presentations. We'll 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 2008, one of the standard tools for video games, special effects and animation movies.

**Attendance Policy:** You are allowed to have one unexcused absence. Each unexcused absence beyond that will result in a 2% reduction in your final grade. Excused absences (doctor's note or cleared with me in advance) do not affect your grade. In addition, every three late arrivals will result in a 2% reduction in your final grade.

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 readings*

Learning Autodesk Maya 2008  
Autodesk Maya Press, Sybex (2007))

### *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 several exercises.

#### Components

	Value
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Polygon Modeling (textbook)	200
NURBS Modeling (textbook)	100
FINAL PROJECT (Part 1)	300
FINAL PROJECT (Part 2)	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 raise 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.

It will be good to participate in bringing examples of newspaper infographics to class for further discussion. The main goal of this course is that you create a small and compact infographics portfolio but it is also intended to provide you with the skills to identify the virtues and flaws of everyday visual explanations.

## Assignments and grading

### *Grading criteria: In-lab exercises and projects*

During the semester we will be completing several **lab exercises** with Maya and Flash. The exercises are intended to give you a better understanding of the software and the principles behind designing online infographics, and to get you ready for the **projects**. We will do in-class reviews both of exercises and projects.

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

## Course calendar

<i>August</i>	Wednesday 26	Introduction to the course
	Monday 31	Basic techniques: modeling, texturing, lighting I
<i>September</i>	Wednesday 2	Basic techniques: modeling, texturing, lighting II
	Monday 7	LABOR DAY
	Wednesday 9	Basic techniques: modeling, texturing, lighting III
	Monday 14	Basic techniques: modeling, texturing, lighting IV
	Wednesday 16	Basic techniques: modeling, texturing, lighting V
	Monday 21	(-----) Work on textbook exercises
	Wednesday 23	(-----) Work on textbook exercises <b>FRIDAY 25 at 9.00pm: Turn the exercises in</b>
	Monday 28	Advanced techniques I
	Wednesday 30	Advanced techniques II
<i>October</i>	Monday 5	Advanced techniques III
	Wednesday 7	Building online infographics I
	Monday 12	Building online infographics II (Class ends at 10.00am: University Day)
	Wednesday 14	Intro to the final project (part 1)
	Monday 19	Final project (part 1)

Course calendar

	Wednesday 21	Final project (part 1)
	Monday 26	(-----) Final project (part 1)
	Wednesday 28	(-----) Final project (part 1)
	Monday 2	(-----) Final project (part 1)
<i>November</i>	Wednesday 4	(-----) Final project (part 1)
	Monday 9	Final project (part 1)
	Wednesday 11	Final project (part 1) BEFORE 9.00PM: TURN IN FINAL PROJECT (part 1)
	Monday 16	Final project (part 2)
	Wednesday 18	Final project (part 2)
	Monday 23	(-----) Final project (part 2)
	Wednesday 25	THANKSGIVING
	Monday 30	Final project (part 2)
<i>December</i>	Wednesday 2	Final project (part 2)
	Monday 7	Final project (part 2) BEFORE 9.00PM: TURN IN FINAL PROJECT (part 2)
	Wednesday 9	FINAL PROJECT CRITIQUE SESSION