VISUAL STORYTELLING: GENRE & STYLE IN ENTERTAINMENT ART   ART 220F
Fullerton College CRN 14461, 3 Units   Fall 2019, Saturdays 11:30 - 6:30 pm, room 1002
Instructor: Marshall Vandruff www.marshallart.com   mv@marshallart.com

STUDENT LEARNING OBJECTIVES:
To research a genre you love, present a history of it, and identify how you will evolve it.
To develop alternative story adaptations from established story premises.
To create and develop your own image-making style to promote an IP.

COURSE CONTENT: This is a course on how storytellers and image makers develop their styles.
We will study imagery, isolating elements of style for you to borrow and adapt as you create your own.
We will study stories to understand how their stylistic components and events contribute to their genre.
The class includes lecture, analytical viewings, lab, exercises, and homework.

EVALUATION: Grade-point division:
Weekly Homework Uploads and Involvement in Class Sessions . . . . 40 points
Class Projects (MidTerm & Final) . . . . 60 points
TOTAL POSSIBLE POINTS FOR COURSE . . . . 100 points
Late work receives no credit. Not following directions lowers your grade. See **HOW TO PRESENT YOUR WORK**

PROJECTS: You have *lots* of creative leeway on these projects, so *serve your own IP*. Choose subjects, stories and art that interests you apart from taking a class. You can consider almost anything as a "Genre" if you are willing to work on it.
Examples: Westerns, Film Noir, Romance, Horror, 1930's Gangster films, Warner Bros Cartoons, Twilight Zones, Fairy Tales…
Dragon Art, Chessboards and Pieces. Underground Comics, Emojis, Little Nemo in Slumberland, Alice in Wonderland…
Pulp Fiction Covers, Sentimental Postcards, Occult Symbols, Bible Illustrations, Rubber Stamps, Circus Posters…
Look over your collections, your books, what you love most, and consider your genre to study and master.
We devote class time to discuss your work, help prep your projects, and inspire you.
Oct 15: MID-TERM: (30 points)

> *Promotional Image Roughs*. Twelve thumbnail ideas to promote your IP, presented on 1–4 slides.
>> Promotional Images are ads to get the attention of an investor or audience, and to "promise a feeling".
>> Consider characters, settings, type, scenes, and any other elements that will entice your viewer.
>> Consider varying styles, out-of-the-mainstream styles, and reviving an old style.

> *Genre Presentation*. *3–7 slide report* on favorite genre that includes your subjective critique.
>> Include 12-20 story cliches/conventions – not just from Wikipedia, but those you notice, like, and dislike.
>> Major contributors and their niches, reactions to each other, friendships, rivalries, family support or not, etc.
>> Gender, ethnic, and social contexts. Commentary on which tropes transcend their generation and don't.
>> Influences on and by others. Consider making a tree, roots, timeline, or chart to place relationships.
>> Imagery categorized by content (trains/horses; guns/hats; sex/violence; water/fire; walls/windows/doors, etc.)
>> Imagery categorized by stylistic treatment (outline vs tone, flat/rendered, cartoony/realistic, amplitude, etc)
>> Setting and character types that this genre usually or always includes.
>> Order the slides *numerically at the end of the file names* (01, 02, etc), and *contextually* (1 of 5) *on the frames*.

Dec 10: FINAL: (30 points)

> *Promotional Image Finals*. Three covers, posters, or ads to promote your IP, presented on 1–3 slides.
> *Genre Proposals*. Three story premises to evolve your favorite genre to please yourself, presented on 1–3 slides.

MATERIALS: Computer skills for preparing presentations are an essential part of this class.
For developing your style, use whatever medium or materials you enjoy or deem fit for the work.
Remember, you are preparing what may become your defining look – so choose media you love.

TEXTBOOKS:
REBEL WITHOUT A CREW by Robert Rodriguez (HIGHLY recommended for this semester!)
CREATIVE FILMMAKING FROM THE INSIDE OUT by Dannenbaum, Hodge & Mayer
UNDERSTANDING MOVIES by Louis Gianetti (11th edition is inexpensive)
VIRAL VIDEO MANIFESTO by Stephen Voltz & Fritz Grobe (viralvideomanifesto.com)
VALVE: NEW EMPLOYEE HANDBOOK (free download)
STRENGTHSFINDER Link 1, 2, 3, 4, 5, and many more…

GENRE & STYLE IN ENTERTAINMENT ART, Fall 2019 Weekly Schedule Instr: Marshall Vandruff

Pre-Meeting homework:
• Watch DOUBLE INDEMNITY (1944). Don't multitask. Give it all your attention. It's worth it.
• Create one 1920x1080 slide introducing you. It can be a complex as a Facebook profile, simple as a logo, direct as a self-portrait, indirect as an object or place you like. It can be anything – the content is up to you as long as it has your name on it and fits the specs in the **HOW TO PRESENT YOUR WORK** section of this syllabus.

Aug 31:   **Introduction**: Course Outline. Categorizing Styles. Genre Research. Influences.
            Assignment: Present three Genres you love enough to pursue. Post them on 1-3 slides.
            Read VALVE New Employee Handbook

Sept 7:   **Share & Tell. Titles and Images. Categorize Yourself. StrengthsFinder.** THE KILLERS (1946)
            Assignment: Twelve IP titles/image ideas. Post them on one slide by Sept 13 at 11pm.
            Muse for one hour on StrengthsFinder to discern your roles, and (if you are willing), post a slide.
            Recreational Research: Begin to trace your genre's *contributors*, *roots*, and *defining characteristics*.
            LIGHTBOX in Pasadena Field Trip (optional)

Sept 14:   **Share & Tell.** Alter Egos: Frazetta & O'Neill. ACT OF VIOLENCE (1948)
            Assignment: Propose three ideas for genre presentations, post on one slide by Sept 20 at 11pm.

Sept 21:   **Share & Tell.** Isms: Idealism, Naturalism, Surrealism… Westerns & Science Fiction.
            Assignment: Develop or Revise IP Title Ideas. Create "Inspiration Board".
            Begin defining your IP genre *conventions, clichés, and limitations*.

Sept 28:   **Share & Tell.** Movie Poster Cliches. Marketing & Culture. Romantic & Family Comedies.
            Assignment: Develop or Revise IP Title Ideas and Thumbnail Images. Post progress.
            Begin preparing a list and examples of your IP genre *conventions, clichés, and limitations* to share later.

Oct 5:   **Share & Tell.** Categorizing Styles. Line & Tone. Image Style Polarities. Cartoons. Horror.
            Assignment: Develop or Revise Ideas. Post progress.

Oct 12:   **Share & Tell.** Amplitude. Acting & Story-Style Polarities.
            Assignment: Revise, amplify, subvert, or improve your twelve rough ideas for MidTerm. Post.
            Optional Assignments: Present three "Style Masters" you love enough to pursue. Analyze them and prepare samples
            of how you will apply the style.

Oct 19:   **MID-TERM**.
            Assignment for next week: Choose three images to develop into finished art.
            Choose three story premises to adapt or evolve.

Oct 26:   **Story Proposals.** Opening Scenes & Tone
            Assignment: Work in progress can be presented each week, as you need help, until Final.
            Evolve your three story premises.

Nov 2:   **Story Proposals.** Beardsley & Nielsen
Nov 9:   **Story Proposals.** Struzan's Roots
Nov 16:   **Story Proposals.** Style & Substance. Conventions

Nov 23:   DESIGNER CON Field Trip (optional)

Nov 30:   NO CLASS (Thanksgiving Break)

Dec 7:   **Story Proposals.** Maxing.

Dec 14:   **FINAL:** Three Promotional Images. Three Unique Story Premises.

HOW TO PRESENT YOUR WORK:
Weekly Homework and Projects: Upload digital files at this page on Friday nights previous to class by 11 pm:
PRIVATE

If the above link doesn't work, *copy and paste* the URL. Once it works, bookmark the Dropbox link to upload weekly homework.

LAYOUTS: 1920 x 1080 horizontal slides, because the display screen is horizontal.
Lay out images to delete excess white space. In other words, make it easy to see things on the page.
Include the fewest pages possible, but rather than overcrowd a page, break it up into separate pages.

RESOLUTION: Make all files 1920 wide x 1080 pixels high.
DPI is not relevant for presentation. Pixel dimensions are. 1920 x 1080!
If you need more space, or to "zoom in" for details, present extra 1920x1080 images.

FILE FORMATS & NAMING: Submit work as *jpeg* files with three-letter extension *.jpg*
"jpeg compress" the files efficiently (between 8 -11), but not so low that it damages the image (like 6 or lower).
Include your name in two places:
        1) On the image, integrated into the pixels, like with a promo piece.
        Include semester and year on Midterm and Final (though its a good habit to always include them)
        2) As first part of file name, no spaces. Use underscores (not hyphens) for necessary divisions.
        For example: MarshallVandruff_TwilightZoneRoots_02.jpg
Give each file a unique name. If each week you name a file MyProject.jpg, it overwrites your previous image.

Frank Guthrie has presented short YouTube videos for his class that use similar criteria to ours:
DART 001 Part 1 - File Creation: https://www.youtube.com/watch?v=vzgjvO4X7TI
DART 001 Part 2 - Naming & Export: https://www.youtube.com/watch?v=t5fExrl08Ds

Your work must meet these specs. If it does not, or if it is late, you do not receive credit for it.
If in doubt, or if you are not digitally competent, ask for help.

UPLOADING CHECKLIST: IMPORTANT! This determines whether your work will be seen and credited.
Δ   The layouts are efficient and images read clearly on the screen
Δ   The image has your name embedded into the pixels on each frame
Δ   The file is 1920 x 1080, RGB, jpeg file with the extension .jpg (no "e" in jpg)
Δ   The file name begins with your name, no spaces or hyphens – underscores only
Δ   The atomic clock says the time is previous to 11 pm on Wednesday night before the homework is due

MAKE IT EASY! Go to this URL and download a ready-made template:
http://marshallart.com/SHOP/misc-pages/assignments/template/

Fullerton College is committed to providing educational accommodations for students with disabilities upon the timely request by the student to the instructor. Verification of the disability must also be provided. Disability Support Services functions as a resource for students and faculty in the determination and provision of the accommodations.