

KINETIC IMAGING, BACHELOR OF FINE ARTS (B.F.A.)

The Department of Kinetic Imaging prepares students to use video, animation and sound for the purpose of art-making, self-expression and experimentation. The program is designed for students who want to study video art, sound design and experimental two- and three-dimensional animation. Emphasis is placed on artistic uses of the media.

Learning outcomes

Upon completing this program, students will know and know how to do the following:

- Students will know how to communicate effectively and purposefully, while using the full potential of contemporary tools and creative skills.
- Students will be able to produce works of art in video and animation, with a knowledge and command of the grammar of the moving image (animation, video and hybrids), virtual environments and sonic arts.
- Students will be cognizant of critical social and cultural issues pertinent to the pervasive presence of media and digital technology.
- Students will be able to communicate both in an oral and written context regarding their work and the context of current audio/video art.

Degree requirements for Kinetic Imaging, Bachelor of Fine Arts (B.F.A.)

General Education requirements

Course	Title	Hours
University Core Education Curriculum		
UNIV 111 Play course video for Focused Inquiry I	Focused Inquiry I	3
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II	3
UNIV 200	Inquiry and the Craft of Argument	3
Approved humanities/fine arts		3
Approved natural/physical sciences		3-4
Approved quantitative literacy		3-4
Approved social/behavioral sciences		3-4
Additional general education requirements		
History (any HIST course)		3
Humanities/fine arts/social science/science (AFAM, AMST, ARTH, BIOL, CMSC, FRSC, GSWS, HIST, HUMS, INSC, MASC, MATH, MHIS, MGMT, PHIL, POLI, PSYC, RELS, SOCY, STAT, WRLD)		3
Literature (any ENGL course)		3
Total Hours		30-33

Collateral requirements

Course	Title	Hours
Art Foundation		
ARTF 131	Drawing Studio	3
ARTF 132	Surface Research	3
ARTF 133	Space Research	3
ARTF 134	Time Studio	3
ARTF 139	Project	2
Art history		
ARTH 103	Survey of Art I	3
ARTH 104	Survey of Art II	3
Total Hours		20

Major requirements

Course	Title	Hours
KINE 208	Introduction to Media Arts Technologies	3
KINE 233	Media Arts Survey	3
KINE 234	Animation I	3
KINE 235	Animation II	3
KINE 236	Video I	3
KINE 237	Sound Communication I	3
KINE 336	Video II	3
KINE 338	3-D Computer Animation I	3
KINE 357	Critical Issues in the Media	3
KINE 402	Senior Research	3
KINE 403	Senior Studio (Capstone)	3
Emphasis area electives (300 level or above) ¹		27
Emphasis area lecture or seminar (300 level or above)		3
Total Hours		63

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Select courses in KINE or any School of the Arts area (except art education) or approved ENGL (creative writing) or WRLD (world cinema) that are applicable to an individual's major course of study through adviser consultation. See electives list below.

Open electives

Course	Title	Hours
Select seven open elective credits		7

The minimum total of credit hours required for this degree is 120.

Electives

Emphasis area electives must be 300- to 400-level and include:

Course	Title	Hours
KINE 308	Web Technologies for Media Artists	3
KINE 335	Motion Graphics	3
KINE 337	Sound Communication II	3
KINE 392	Research/Individual Study	1-4
KINE 434	Animation III	3
KINE 436	Video III	3
KINE 438	3-D Computer Animation II	3

KINE 454	Live Coding	3
KINE 457	Socially Engaged Media	3
KINE 458	Virtual Interactive Worlds	3
KINE 460	Wearable Technologies	3
KINE 464	Animation IV	3
KINE 492	Internship	1-3
KINE 491	Studio Topics	1-4
ARTH, ARTS, CINE, COAR, CRAF, DANC, GDES, FASH, IDES, MHIS, MUSC, PAPR, PHTO, SCPT, THEA		
Select a maximum of six credits from the following:		6
ENGL 303	Writing for Stage and/or Screen	
ENGL 305	Writing Poetry	
ENGL 307	Writing Fiction	
ENGL 309	Writing Creative Nonfiction	
ENGL 435	Advanced Poetry Writing	
ENGL 437	Advanced Fiction Writing	
ENGL 439	Advanced Creative Nonfiction Writing	
ENGL 491	Topics in Writing	
WRLD 330	Introduction to Film Studies	
WRLD 359	International Media Coverage: The Middle East	
WRLD 422	National Cinema	
WRLD 430	Film and the City	

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

Freshman year

	Hours	
Fall semester		
ARTF 131	Drawing Studio	3
ARTF 133	Space Research	3
ARTF 139	Project	1
ARTH 103	Survey of Art I	3
UNIV 111	Focused Inquiry I	3
Play course video for Focused Inquiry I		
Quantitative literacy course (University Core)		3
Term Hours:		16
Spring semester		
ARTF 132	Surface Research	3
ARTF 134	Time Studio	3
ARTF 139	Project	1
ARTH 104	Survey of Art II	3
UNIV 112	Focused Inquiry II	3
Play course video for Focused Inquiry II		
Social/behavioral sciences course (University Core)		3
Term Hours:		16

Sophomore year

Fall semester	
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KINE 208	Introduction to Media Arts Technologies	3
KINE 233	Media Arts Survey	3
KINE 234	Animation I	3
or or Video I		
KINE 236	or Sound Communication I	
or		
KINE 237		
UNIV 200	Inquiry and the Craft of Argument	3
General education: humanities/fine arts/social science/science course		3
Term Hours:		15

Spring semester

Take the remaining two of KINE 234, KINE 236 and KINE 237		6
KINE 338	3-D Computer Animation I	3
Humanities/fine arts course (University Core) (ENGL 215 recommended)		3
Natural/physical sciences course (University Core)		3
Term Hours:		15

Junior year

Fall semester		
KINE 235	Animation II	3
KINE 336	Video II	3
Emphasis area electives		6
General education: history course		3
Term Hours:		15

Spring semester

KINE 357	Critical Issues in the Media	3
Emphasis area electives		9
Emphasis area lecture or seminar		3
Term Hours:		15

Senior year

Fall semester		
KINE 402	Senior Research	3
Emphasis area electives		6
General education elective: literature course		3
Open elective		3
Term Hours:		15

Spring semester

KINE 403	Senior Studio (Capstone)	3
Emphasis area electives		6
Open elective		4
Term Hours:		13
Total Hours:		120

The minimum total of credit hours required for this degree is 120.

KINE 208. Introduction to Media Arts Technologies. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. Enrollment requires successful completion of Art Foundation Program and permission of department chair. Covers basic techniques and software necessary for contemporary video, animation and sound art practice.

KINE 233. Media Arts Survey. 3 Hours.

Semester course; 3 lecture hours. 3 credits. A historical overview of contemporary media art to include experimental animation, video art, sound art, the Internet and other technology-based art movements.

KINE 234. Animation I. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. An introduction to the techniques and principles of animation as frame-by-frame sequential media, covering preproduction methods particular to animation, and a survey of historical techniques with an emphasis in viewing and responding to animated work.

KINE 235. Animation II. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: KINE 234. Students will build on skills learned in prerequisite course. Topics covered include principles of animation and timing, intermediate digital skills, narrative and experimental structures in animation.

KINE 236. Video I. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. A survey of video as a creative medium, including but not limited to narrative, abstract and experimental approaches. This course will also cover basic video production and editing.

KINE 237. Sound Communication I. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. The basic theory and production of media-based sound.

KINE 291. Special Topics. 1-4 Hours.

Semester course; 1-4 variable hours. 1-4 credits. May be repeated for a maximum of eight credits. Various topics of special interest will be offered on a changing basis.

KINE 308. Web Technologies for Media Artists. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: KINE 208. This course investigates current and potential uses of online media. Students create content and/or disseminate their work using Internet technology; this includes inquiry into online media, social media tools and emerging web technologies.

KINE 335. Motion Graphics. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: KINE 235. Students will study the creation of moving graphic elements as an extension of animation and video art. The history and development of motion graphics in art, broadcast and effects studios will be examined. Students will engage in innovative development of motion graphics using current digital technology combined with experimental techniques.

KINE 336. Video II. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: KINE 236. Focuses on developing a unique artistic voice with an emphasis on video content and how various visual techniques can be used to express concept, mood, narrative and individual truth. This course will also cover advanced production and editing.

KINE 337. Sound Communication II. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for a maximum of 9 credits. Prerequisite: KINE 237. Continues the focus and specialization of sound design introduced in the prerequisite course, supporting video and animation production as well as developing an awareness of sound art. Conventional and experimental approaches to sound design are covered, along with the use of both standard audio equipment and more specialized technology. Varies in focus from semester to semester, covering such topics as performance and improvisation, field recording and sampling, sound installation, and soundtrack composition.

KINE 338. 3-D Computer Animation I. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. A comprehensive introduction to the use of the computer for modeling, rendering and animating three-dimensional objects and environments.

KINE 357. Critical Issues in the Media. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisite: UNIV 200 or HONR 200. Topics, theory and genre affecting media and time-based mediums are explored through critical discourse, readings, screenings and lectures.

KINE 392. Research/Individual Study. 1-4 Hours.

Semester course; 1-2 lecture and 3-6 studio hours. 1-4 credits. May be repeated for a total of 8 credits. Enrollment requires permission of instructor, approval of faculty adviser and chair. The structuring, research, execution and presentation of an independent project in visual communications under the direction of a faculty adviser. The student will be encouraged to become a self-generating problem-seeker and -solver with the ability to carry out self-stated goals.

KINE 402. Senior Research. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. Critical analysis and development of a culminating project with emphasis on research, experimentation and conceptual development. By using and expanding upon the technical skills learned in other classes, students will identify the conceptual, aesthetic and technical concerns that are critical to their individual art practice.

KINE 403. Senior Studio. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. Prerequisite: KINE 402. Critical analysis and development of a culminating project with emphasis on implementation, execution and presentation.

KINE 434. Animation III. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for a maximum of 9 credits. Prerequisite: KINE 235. Students will work with advanced analogue and digital experimental animation techniques. Developing creative problem-solving strategies, students will be introduced to animation as a fine art practice, to animation on and off the screen, and in an installation and performance context.

KINE 436. Video III. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for a maximum of 9 credits. Prerequisite: KINE 336. An advanced course in video art that varies in topic and approach from semester to semester.

KINE 438. 3-D Computer Animation II. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for a maximum of 6 credits. Prerequisite: KINE 338. Advanced study of three-dimensional computer animation, exploring a variety of aesthetic and conceptual applications of the technology.

KINE 454. Live Coding. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. This course introduces live coding as a performance practice that involves real-time computer programming to create interdisciplinary work including visuals, sound, choreography and more. Students will explore a range of tools and environments for coding and examine other art forms that inform this methodology.

KINE 457. Socially Engaged Media. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. A studio multimedia course involving the creation of diverse artworks in a social, political and public context. Students engage in weekly projects, both independent and collaborative, along with presentations, discussions and ongoing blog entries.

KINE 458. Virtual Interactive Worlds. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for a maximum of 6 credits. Prerequisite: KINE 338 or permission of instructor. A transdisciplinary course exploring alternative game strategies, virtual environment aesthetics, interactivity and mixed-reality in a team project setting.

KINE 460. Wearable Technologies. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. An exploration of digital technologies on and interfacing with the body. Skills from physical computing and maker culture will be utilized to create innovative wearable designs. Topics include sensing, haptics, biofeedback and 3-D printing.

KINE 464. Animation IV. 3 Hours.

Semester course; 2 lecture and 3 studio hours. 3 credits. May be repeated for a maximum of 9 credits. Prerequisite: KINE 434. An advanced course in animation studies. Students will produce a self-directed project, with progress reviewed in class critiques through the semester, culminating in a final animation-based project.

KINE 491. Studio Topics. 1-4 Hours.

Semester course; variable credit (1 lecture and 2 studio hours per credit). 1-4 credits. May be repeated for a total of 12 credits. Topical studio focusing on research and experimentation in specialized visual communication media.

KINE 492. Internship. 1-3 Hours.

Semester course; variable hours. 1-3 credits. May be repeated for a maximum of 6 credits. Prerequisite: permission of the chair. Open to kinetic imaging majors only. Creative learning experiences in the professional realm under the direction and supervision of qualified practitioners.

KINE 500. Graduate Studio. 8 Hours.

Semester course; 16 lab/studio hours. 8 credits. May be repeated for a total of 16 credits. Prerequisite: admission to the kinetic imaging track of the MFA in Fine Arts program or permission of graduate adviser. Emphasis on individual creative production focusing on video, animation and sound, with periodic exposure of student's work and ideas to the critical attention of the teaching faculty of the Department of Kinetic Imaging. Degree requirement for first-year graduate students in department.

KINE 510. Foundations in Media. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisite: admission to the kinetic imaging track of the MFA in Fine Arts program or permission of graduate adviser. A seminar focusing on a historical overview of media arts, including video art, experimental animation, sound art, performance, installation and critical theory. Designed to equalize the base of knowledge among graduate students from various backgrounds and levels of familiarity with issues in contemporary media.

KINE 591. Topics in Contemporary Media. 3 Hours.

Semester course; 3 lab/studio hours. 3 credits. May be repeated for a maximum of 12 credits. Prerequisite: admission to the kinetic imaging track of the MFA in Fine Arts program or permission of graduate adviser. Explores selected topics of current interests or needs relative to digital media. See the Schedule of Classes for specific topic to be offered each semester.

KINE 600. Graduate Studio. 8 Hours.

Semester course; 16 lab/studio hours. 8 credits. May be repeated for a total of 16 credits. Prerequisite: KINE 500. Emphasis on individual creative production focusing on video, animation and sound, with periodic exposure of student's work and ideas to the critical attention of the teaching faculty of the Department of Kinetic Imaging. Degree requirement for second-year graduate students in the department.

KINE 690. Graduate Seminar. 4 Hours.

Semester course; 4 lecture hours. 4 credits. May be repeated for a total of 12 credits. Prerequisite: admission to the kinetic imaging track of the MFA in Fine Arts program or permission of graduate adviser. Weekly seminar for the purpose of exploring recent developments in media and conducting critiques in which students can discuss the ideas and attitudes manifest in their work. Degree requirement for graduate students in the Department of Kinetic Imaging.

KINE 691. Independent Study. 1-4 Hours.

Semester course; variable hours. 1-4 credits. May be repeated for a maximum of 12 credits. Prerequisite: permission of instructor and kinetic imaging area head. Students will pursue advanced, individually directed study under the guidance of a faculty adviser. Includes project research, creative execution and presentation.

KINE 692. Graduate Seminar. 4 Hours.

Semester course; 4 lecture hours. 4 credits. May be repeated for a total of 12 credits. Prerequisite: admission to the kinetic imaging track of the M.F.A. in Fine Arts program or permission of a kinetic imaging graduate adviser. Weekly seminar for the purpose of exploring artistic developments and critical issues in media. Provides students with critical evaluation of their work in relation to contemporary practice while focusing on their final thesis exhibition. Degree requirement for graduate students in the Department of Kinetic Imaging.

KINE 695. Advanced Sound. 3 Hours.

Semester course; 3 lab/studio hours. 3 credits. May be repeated for a total of 12 credits. Prerequisite: experience with multichannel sound software such as Pro Tools. Focuses on sound as a medium and its connection to animation and video. Designed as an advanced studio course where students develop their own aesthetic in sound and explore creative possibilities. Expands on recording and mixing techniques with a particular focus on 5.1 surround sound mixing for video, animation and sound art.