

Sarofsky Labs⁺

2023 Schedule

& workshop descriptions

Design for Motion

July 10 - 31, 2023

Instructors:

Austin Shaw & Erin Sarofsky

Guest Speakers

Sofie Lee & Ariel Costa

What you will learn:

One of the things we do daily at Sarofsky is help clients visualize ideas. Style frames and design boards are the primary methods we use to communicate the visual and narrative plan for a project, prior to motion design production. In this workshop, we will provide creative briefs similar to actual jobs we have produced. Each participant will be given opportunities to develop pitches for how they would bring their idea to life. In the end, you will have created presentations for solutions to creative briefs.

Design for Motion is for any designer or artist who is curious about how to start bringing their work to life in motion. Ideally, you will have experimented with After Effects or Premiere in the past, just so that the program isn't completely foreign to you. However, it is not a requirement for taking this course.

- How to communicate through still frames how something is intended to move
- Translating a concept into a pitch-ready board
- Style frame design techniques
- Understanding the producibility of a board within the given budget
- Advanced students can bring their board to life with a motion test

Project descriptions:

Before you begin to animate, you have to communicate what your intentions are. That is where designing style frames comes in. When sequenced together in a narrative format, style frames become a design board (aka storyboards) that imply what the motion will be once they are animated. We will provide creative briefs for 3 weekly projects.

Week 1 / Project 1: Concept Development

A series of exercises to warm up your ideation and narrative skills. Participants will produce a PDF process book for (3) distinct prompts that includes mood boards, written treatments, and hand-drawn storyboards.

Week 2 / Project 2: Commercial

Participants will concept and design a commercial for a brand or service and create a PDF pitch deck that includes style frames/design board.

Week 3 / Project 3: Title Sequence

Participants will concept and design a title sequence for a film or TV show and create a PDF pitch deck that includes style frames/design board.

Throughout the workshop, we will help you through the process of creating your frames and crafting a presentation. For each project, you will present your work during a group critique.

The software you will use:

Required - Adobe Photoshop, Illustrator, Indesign. *Optional* - Adobe After Effects, Procreate and Cinema 4D.

While we aren't expecting you to be an expert at these applications, it's important that you understand how to navigate them and their basic functionality.

How to attend:

Design for Motion is a remote workshop that will take place on Zoom and Slack. We will meet twice per week for approximately 3 hours per workshop class.

Sessions will meet on the following schedule:

Monday, July 10th
11 am - 2 pm PST / 1 pm - 4 pm CST / 3 pm - 6 pm EST
Wednesday, July 13th
11 am - 2 pm PST / 1 pm - 4 pm CST / 3 pm - 6 pm EST

Monday, July 17th
11 am - 2 pm PST / 1 pm - 4 pm CST / 3 pm - 6 pm EST
Wednesday, July 19th
11 am - 2 pm PST / 1 pm - 4 pm CST / 3 pm - 6 pm EST

Monday, July 24th
11 am - 2 pm PST / 1 pm - 4 pm CST / 3 pm - 6 pm EST
Wednesday, July 26th
11 am - 2 pm PST / 1 pm - 4 pm CST / 3 pm - 6 pm EST

Monday, July 31st
11 am - 2 pm PST / 1 pm - 4 pm CST / 3 pm - 6 pm EST

Participants will post work-in-progress to the workshop Slack Group to receive feedback on an on-going basis from Workshop instructors. Since we want this to be an experience where participants will get individual attention, this workshop has a maximum number of 20 participants. As a result, the spaces will be given on a first come first serve basis. A simple agreement and deposit needs to be submitted by the participant to lock in their spot.

Specifics:

7 Meetings

3 Projects

The total cost is \$850.00 a person.

\$300.00 is due immediately to reserve a space.

The remaining \$550.00 is due 30 days prior to the workshop to lock in your space.

Zoom meeting ID and an invitation to Slack Group will be provided prior to the start of the workshop.

Sarofsky Open House: Makers' Space in Collaboration with Half Rez

September 9, 2023

Instructors:

Erin Sarofsky, Stefan Draht, Cat McCarthy + other Sarofsky Team Members

We invite you to collaborate at our open house during Chicago's Half Rez festival weekend.

Here's how it works:

We've created a frame-by-frame storyboard of abstract shapes on a journey through time. During your time slot, you as the attendee will choose 1-10 of these sketched frames and bring them to life however you choose. Stay in the lines, or don't. Design the frame(s) in 2D, or 3D, or go really crazy and use paint or clay. We'll have plenty of computer workspaces, arts and crafts, and even a stop-motion camera set up on the day. There will even be opportunities to add to our original sequence to really show off your design chops! We invite designers of all levels to participate.

We encourage attendees to bring their own laptops with whatever software they need already installed and licensed, but there will also be computer workstations available.

Once all frames are submitted, our Sarofsky editors will string everything together and the full masterpiece will be featured on Sarofsky and Half Rez social channels. It may also be used for promotional purposes in the future.

So, get off the computer and use your crafty skills, or embrace the command Z.... Animate your frames, or keep them still. It's all up to you.

If you don't finish your creative vision within your time slot, don't sweat it! You can take your frame(s) home with you. Just send them back to us at labseries@sarofsky.com by September 24th (Monday) so that we can include them in the finished piece.

How to attend:

Since we want this to be a hands-on experience where participants will get individualized attention, this lab will have a maximum number of 20 participants per hour block. The five sessions will begin on the hour starting at 10:00 am and going till 2:00 pm.

As a result, spaces will be given on a first-come, first-served basis. You can lock in your space by registering at <https://sarofskylabs.ticketleap.com/>

Specifics:

The workshop is an hour long, but once you are kicked off, feel free to loiter and create.

There are five sessions available - 10:00, 11:00, 12:00, 1:00, and 2:00 - choose whichever is best for you.

The total cost is \$25.00 a person.

Snacks and drinks will be provided.

The workshop will be held at Sarofsky's Studio - 1506 West Fulton Market Chicago IL 60607.

Producing for Motion

September 30, 2023

Instructors:

Steven Anderson, Joel Signer, Will Townsend + other Sarofsky Team Members

What you'll learn:

At Sarofsky, producers play an instrumental role in our process and workflow. They are the liaisons between the studio and our clients on a moment-to-moment basis throughout production. The communication between our creatives/artists and producers is paramount in order to manage our clients' expectations. When this is happening, projects stay on schedule and within the approved budget. In addition to providing a detailed rundown of what the producer role entails, we will also provide tips and tools of the trade.

This roundtable conversation is best for both aspiring and young producers as well as artists who are curious about job organization and leadership roles. Actually, we find that our best producers come from a creative background. Maybe making the switch is right for you?

- Understanding the role of the producer in a motion graphics (main title production and advertising) context
- Bidding and scheduling
- Booking talent and managing artists
- Managing clients' expectations, requests, and demands
- Real-life situations and problem-solving techniques

How to attend:

Since we want this to be a hands-on experience where participants will get individualized attention, this lab will have a maximum number of 20 participants. As a result, spaces will be given on a first-come, first-served basis. You can lock in your space by registering [here](#).

Specifics:

The workshop is 1/2 day (Saturday) and the hours are from **1 pm to 5 pm**.

The total cost is \$100.00 a person. We do offer discounted early bird and student pricing.

Snacks will be provided.

The workshop will be held at Sarofsky's Studio - 1506 West Fulton Market Chicago IL 60607.

While we are happy to make travel recommendations, all lodging and travel are the participant's responsibility.

Pipeline for Pros

October 21, 2023

Instructors:

Cory Davis, Tom Pastorelle, Mike Matusek (Nolo Digital Film)

What you'll learn:

This comprehensive course is designed to give you an in-depth understanding of the pipeline process involved in editing, finish, and color grading.

Starting with the editorial phase, you will learn how to access and organize footage, deal with transcodes, apply naming conventions, and prep for client sessions.

Moving on to the color grading phase, you will explore the various formats of raw footage and how to deal with different formats, including REC709 and linear from VFX. You will also learn how to ingest EDL, apply LUTs, and prep for client sessions.

In the finish phase, you will learn how to conform footage, match the rough cut, and deal with gotchas, repos, and timewarps. You will also explore the different formats for broadcast and social media, and learn how to export for final delivery.

Throughout the course, you will learn how to communicate effectively with other members of the team, prep for client sessions, and perform quality control. By the end of the course, you will have a comprehensive understanding of the pipeline process involved in editing, VFX, and color grading, and be well-equipped to pursue a career in this exciting field.

How to attend:

This workshop will take place at Sarofsky studio, in our editing suite, and will be held in two small groups allowing participants to interact with the instructors.

Specifics:

The workshop is 1/2 day (Saturday). There are two sessions available - AM (9-1) and PM (2-6)

Choose whichever is best for you.

10 spots are available per session.

The total cost is \$100.00 a person. We do offer discounted early bird and student pricing.

Snacks will be provided.

The workshop will be held at Sarofsky's Studio - 1506 West Fulton Market Chicago IL 60607.

While we are happy to make travel recommendations, all lodging and travel are the participant's responsibility.

Main Title Concepting, Design, and Pitching

November 11 - 12, 2023

Instructors:

Erin Sarofsky, Duarte Elvas, Stefan Draht, Cat McCarthy

What you'll learn:

At Sarofsky, we are well known for our main title sequences. In this workshop, we will share the inside scoop with you; everything from how we ideate to how we develop the ideas into a visual presentation. We will supply a few creative briefs from which you will work and, by the end of the weekend, you will have developed an idea of your own into a visual presentation. Writing is also encouraged in this workshop.

The main title workshop is for anyone in the creative industry: Designers, Art-Directors, Writers, Illustrators, Editors... Anyone! Your core skill set will determine the final format and content of your pitch deck.

- Main title concept development for a TV show or a movie
- Styleframe design in the context of a board and a presentation
- Putting together a presentation deck

Project description:

Before the workshop, you will be sent a handful of creative briefs for you to review and select. Included in those will be genre options, and placement options (main title or main on end) and they will cover a wide range of styles in both episodic and feature film.

Ideally, before you arrive, you will have chosen a brief, watched all the materials, and have begun some conceptual research.

To begin the workshop, we will review everyone's choices and any materials you brought with you. At that point, you will get feedback and direction from us on how to put together mood boards, create style frames, and how to best present your idea to the client.

Over the two days, we will help you build out your concept into a presentation. During the afternoon of the 2nd day, there will be a presentation and group critique of everyone's work.

Software you'll use:

Adobe Photoshop, Illustrator, InDesign, and possibly, After Effects and Cinema 4D (optional)

While we aren't expecting you to be an expert in these applications, it's important that you understand how to navigate them and their basic functionality.

How to attend:

Since we want this to be a hands-on experience where participants will get individualized attention, each series will have a maximum number of 12 participants. As a result, spaces will be given on a first-come, first-served basis. You can lock in

Sarofsky Labs[^]

your space by registering here.

1506 West Fulton Market

Chicago IL 60607

312-492-9909

labseries@sarofsky.com

Specifics:

The workshop is 2 days (Saturday and Sunday) and the hours are from 9 am to 6 pm.

The total cost is \$450.00 a person. We do offer discounted early bird and student pricing.

Workstations will be provided.

Breakfast and lunches will be provided.

The workshop will be held at Sarofsky's Studio - 1506 West Fulton Market Chicago IL 60607.

While we are happy to make travel recommendations, all lodging and travel are the participant's responsibility.