



**NewMediaArts**  
Kapiolani Community College, University of Hawaii

## art257motiongraphicdesign

kcc :: new media arts

kopiko 202 :: T :: 10:45 AM - 1:15 PM

instructor: chris gargiulo :: office: olapa 130

office hours: Th :: 10:45 AM - 1:15 PM in kopiko 202

email: gargiulo@hawaii.edu

### :: coursesyllabus

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## COURSE INFO

### **ART 257 Motion Graphic Design (3 credits)**

6 hours lecture/lab per week

*Prerequisite:* ART 229 with a grade of "C" or higher; ART 258 with a grade of "C" or higher; satisfactory completion of the Motion Graphic Design portfolio review or acceptance into a NMA AS specialization.

Motion Graphic Design introduces the basic principles of animation using the elements of graphic design. Geared mainly toward applications for the web, students in this course work on projects that combine elements of shape, image, typography, and sound in time-based media.

## COURSE OBJECTIVES

**Upon successful completion of ART 257, the student should be able to:**

- Analyze user-centered designs that demonstrate a need for motion graphics and how motion is used to convey sequential organization of information over time.
- Demonstrate the ability to research topics in motion graphic design and analyze basic information structures and organize them into comprehensive information hierarchies.
- Incorporate typography, shape, image, and sound into time-based projects.
- Incorporate interactivity into time-based projects.
- Analyze and apply the visual elements of line, shape, value, color, texture, time, motion and the design principles of balance, rhythm, repetition, emphasis, contrast, variation, and unity to interface design assignments.
- Explain cross-platform and browser related issues with regard to Flash and motion graphic design.
- Demonstrate a clear understanding of the full motion design and animated web site development process by completing all phases from the preliminary planning stage through design explorations and revisions to the final coded and launched product.
- Experiment by taking risks through the process of exploration during the creative problem solving process.
- Demonstrate strong group communication skills and the ability to speak clearly during critiques while defending the conceptual merits of work produced for the course.

## COURSE CONTENT

- A. Motion Graphic Design: Theory and Aesthetics** **50%**
- Introduction to motion graphic design and 2D animation via theory and practice of contemporary web site design and basic principles of animation for the web, television, and film.
  - Evaluation of successful usage of motion graphics to convey sequential organization of information in time.
- B. Motion Graphic Design: Process & Techniques** **50%**
- Incorporate typography, shape, image, and sound into time-based projects.
  - Creation of motion graphic designs that demonstrate the visual elements of line, shape, value, color, texture, time, motion and the design principles of balance, rhythm, repetition, emphasis, contrast, variation, and unity.

## TEXTS

There are no required texts for this course. Readings will be supplied by the instructor on a week to week basis, in either paper handout form or online.

Recommended, but not required, texts:

- [Flash CS4 Professional for Windows and Macintosh \(Visual QuickStart Guide\)](#)  
by Katherine Ulrich

## MATERIALS

The primary software used in this class is Adobe Flash, which will be installed on all computers in class and in the labs.

In addition to producing digital designs, students will be required to submit sketches on paper. While it is not required, it is recommended that you purchase a cheap sketchbook and a set of black and/or grayscale markers.

Additional materials may include backup media (such as external hard drives, blank cd's, or a usb flash card) and printer paper.

## METHOD OF INSTRUCTION

The method of instruction will include lectures, studio demonstrations, project development, individual instruction, group discussions, and critiques. Examples are presented when important to describe course content. Class projects and procedures are the focus of many course discussions.

## METHOD OF EVALUATION

- A. Projects Assignments** **80%**

- a. **Clarity of Conceptual Understanding** **40%**  
Students will demonstrate their conceptual understanding of project assignments by creating preliminary sketches and drawings and by meeting each projects technical specifications. Students may also be asked to show their understanding by submitting clearly written, well-conceptualized statements, and by showing strong group communication skills during critiques.
- b. **Quality of Execution of Assignments** **40%**  
Each student will be expected to create resources (sketches, creative briefs, coded interfaces, digital designs, etc.) based on project guidelines. Additionally they will complete tutorials and projects that demonstrate their ability to execute specific software and design techniques. The quality of these techniques and materials will be assessed in the final grade evaluation based on the successful application of the technology in working interactive models.

## **B. Participation/Attendance**

**20%**

Students will be expected to participate as active class members. This includes attending all classes; meeting all project deadlines; completing production time outside of class in the lab environment; and participating as dependable team members. During critiques, all students are required to participate as both presenters and active critics.

## **INSTRUCTOR'S EXPECTATION AND STUDENT RESPONSIBILITIES:**

Lectures, demonstrations and general class participation are an important aspect of this course. For all instructional activities, students are responsible for meeting all of the instructor's attendance and assignment requirements. Failure to do so may affect their final grade. For unexcused absences, students need to make arrangements with other class members regarding information. Since this is a college course, time outside of class will need to be consistently spent on projects to meet the requirements of the class.

In all college-related activities, including instruction, students must abide by the college's codes and regulations, refraining from behavior that interferes with the rights and safety of others in the learning environment. If students file a grievance, they are fully responsible for providing proof that they have been wronged.

**Please do not email during class time.** You can check your email during class breaks.

## **INSTRUCTOR ABSENCE:**

In the event of the instructor's absence, college policy requires students to wait 15 minutes before leaving.

## **ATTENDANCE:**

Each student is responsible for the material presented in class, therefore regular attendance is expected. In order to keep up with all lessons and the general pace of the class it is essential that you arriving promptly and remain for the scheduled class period. Leaving class early without permission will result in an absence marked for that class period. Three tardies will equal one unexcused absence. Consistent lateness and absences may result in a lower grade for the semester due to any missed opportunities for graded class participation sessions during class critiques. If you are absent for medical reasons, please provide a note from your doctor or nurse. If there is a severe family problem, a long-term personal illness, or something else that may interfere with the course, please discuss this with me as early as possible. So long as I know

about any potential problems in advance, there is usually a solution. Please do not wait until it is too late so as to avoid any repercussions to your grade.

## GRADING POLICY:

Grading is based on assignments, projects, and class participation during critiques. It is the responsibility of the student to collect handouts, take notes, complete and turn in assignments on due dates. Make-up assignments will be administered only in cases where there is a valid medical reason accompanied by a doctor's note. The assigned projects must be turned in on the due date. **Missing a deadline will result in a full letter grade reduction for that project unless there is a valid medical reason or a family emergency.** Projects may be revised and turned in again for re-grading. Class participation will be considered in the evaluation of the final grade. Disruptive or argumentative behavior will result in a lower grade during final grade evaluation or dismissal from class.

***Note: Any student missing the final semester critique or not turning in a final project without prior permission will have a full letter grade taken off the final semester grade.***

## IMPORTANT KCC CAMPUS DATES

- **Friday, August 28**  
Last day to drop class with 100% tuition refund
- **Monday, September 14**  
Last day to drop class (with 50% tuition refund)
- **Tuesday, October 27**  
Last day to withdraw from class or change grade option

## GRADING SYSTEM:

All projects are worth 100 points each.

A	90-100	B	80-89	C	70-79	D	60-69	F	59-0
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## SPECIAL STUDENT SERVICES (SSSO)

If you have a documented disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Disability Support Services Office (DSSO), 734-9552 (V/TTY), Ilima 103, for assistance.

Extended time in a minimal distraction environment is an appropriate accommodation based on a student's disability. If you do have a disability and have not voluntarily disclosed the nature of your disability and support that you, you are invited to contact the Disability Support Services Office, (DSSO) 734-9552 (V/TTY), Ilima 103 for assistance.

## STUDENT CONDUCT CODE

A college campus is a community with specific behavior expectations designed to allow all students, faculty, and staff to flourish. Please familiarize yourself with KCC's Student Conduct Code in the course catalog.

You should know your rights and responsibilities on campus. The Student Conduct Code describes specific campus policies related to: drug and alcohol use, smoking, lethal weapons, sexual harassment and sexual assault, academic honesty, nondiscrimination, and family privacy.

In all campus environments, Disruptive Behavior will not be tolerated. This means: any speech or action that (1) is disrespectful, offensive, and/or threatening; (2) interferes with the learning activities of other students; (3) impedes the delivery of college services; and/or (4) has a negative impact in any learning environment.

## THIS CLASS IS A “SAFE ZONE”

Discriminatory or rude comments of any kind, particularly regarding gender, ethnicity, sexual orientation, or religion, will not be tolerated.

## SCHEDULE

Throughout the semester we will be covering a variety of motion graphic design topics and principles. Topics will include:

- Overview of the primary software used in this course (Flash)
- Multimedia defined as image, text, audio and time
- The design process for motion graphic design for the web, broadcast design, tv, film, etc.
- Overview of industry applications (broadcast design, web design, special effects, film titles, etc.)
- The basic elements of design in the context of motion graphic design
- Storyboarding (as a pre-visualization art form, techniques, styles, etc.)
- Optimization & playback issues (including export formats)
- Old and new flash techniques and practices
- Audio in Flash

### Week by Week:

**Week 1 :: introduction**

**Week 2 :: motion graphic design basics**

- Bouncing Ball 10 second Animation – due week 2

**Weeks 3-5 :: kinetic typography**

- Kinetic Typography Animation – due week 5

**Week 6 :: motion design project**

- Large motion graphic design project – ideas due week 6

**Week 7 :: motion design project**

- Large motion graphic design project – storyboard & shot list due week 7

**Week 8 :: motion design project**

**Week 9 :: motion design project**

- Large motion graphic design project – story reel/animatic due week 9

**Week 10 :: motion design project**

**Week 11 :: motion design project**

- Large motion graphic design project – 1st draft due week 11

**Week 12 :: motion design project**

**Week 13 :: motion design project**

- Large motion graphic design project – 2nd draft due week 13

**Week 14 :: motion design project**

**Week 15 :: motion design project**

- Large motion graphic design project – 3rd draft due week 15

**Week 16 :: motion design project**

- Large motion graphic design project – FINAL due week 16