ART257 **Motion Graphic Design**

kcc :: new media arts
Kopiko 202 :: TR :: 10:45 AM - 1:15 PM
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:: Course Syllabus

COURSE INFO

ART 257 Motion Graphic Design (3 credits)
6 hours lecture/lab per week

Prerequisite: ART 202 with a grade of "C" or higher; approval of the Motion Graphic Design portfolio review or acceptance into a NMA AS specialization.

Motion Graphic Design introduces the basic principles of animation and motion graphics through the creation of time-based works of art. Building upon a foundation of skills in digital art and graphic design, students go through the full creative process of planning, designing, and animating motion graphics that integrate image, text, and audio.

COURSE OBJECTIVES

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

- Apply basic concepts and principles of graphic design, computer animation, and narrative storytelling in the creation of time-based works of motion graphics.
- Utilize industry standard technologies and techniques to animate the basic elements of motion graphic design including image, typography, and sound to deliver time-based media content for the web, tv, and film.
- Apply knowledge of the theory, history, and principles of interface design in the creation new media art.
- Apply successful problem-solving skills utilizing industry standard applications, technologies, and techniques in the creative and technical production process.
- Communicate effectively, both visually and verbally, by presenting work, defending design decisions, and by participating as an active critic during group critiques.
- Synthesize the principles of motion graphic design using the individual elements of image, text, and sound in the creation of time-based digital works of art that communicate conceptual ideas, technical execution, and aesthetic application.

COURSE CONTENT

- 10% Introduction to Motion Graphic Design history and commercial application.

- 10% Overview of the full creative process for time-based media with an emphasis on animation for the web, including industry practiced client-documentation and pitch techniques such as script writing, storyboarding, and creating animated story reels for pre-visualization.
- 10% Overview of industry standard applications for motion graphics for broadcast design, web design, special effects, and film titles.
- 10% The basic elements of design in the context of motion graphic design.
- 10% The basic principles of computer animation including squash, stretch, timing, and easing.
- 10% Intermediate motion graphics techniques such as animated masks and keyframe animation vs. IK.
- 10% Advanced techniques including working with nested animations and working in 3D.
- 10% Iterative story development, pre-visualization, design, animation, and sound design to ensure quality production value.
- 10% Critiquing the work of self and others.
- 10% Combining all of the elements from all stages of the motion graphic design process and exporting a completed animation for a custom presentation and eventual display across multiple media including the web.

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:

- After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist
  by Chris Meyer and Trish Meyer (3rd Edition - 2012)

- Motion Graphic Design: Applied History and Aesthetics
  by Jon Krasner (3rd Edition - 2013)

MATERIALS

The primary software used in this class is Adobe After Effects, which will be installed on all computers in class and in the labs. We will also use Adobe Photoshop, Illustrator, and Premiere.

All students are required to have hosting space to post their assignments. Students are required to purchase a hosting plan with a third party hosting provider. Past students have purchased hosting plans from Bluehost, iPage Super Green Hosting, and GoDaddy (these are just a few of many hosting providers available). Plans should include ample disk space (ie. more than 2GB or unlimited), support for CGI, PHP, and MySQL, multiple domain hosting (to host more than one site), one-click install/support for Wordpress, Joomla, and Drupal (popular CMS options), and a low, competitive price (an example rate is around $3-$5/month – this is subject to change based upon current trends for hosting prices).

In addition to producing digital works of motion graphic design, 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 an external hard drive or thumbnail drive with a minimum capacity of 4 GB.

INSTRUCTOR'S EXPECTATION:

Attendance and class participation are important to succeed in this course. Lectures will be given once. It is essential that you attend class, arrive promptly and remain for the full duration of the scheduled class period. Leaving class early without permission will result in an absence marked for that class period. Consistent lateness and absences may result in a lower grade for the semester due to the missed opportunities for

participation in class discussions. If you are absent for medical reasons, please provide a note from your doctor or nurse. More than five unexcused absences will result in a final grade of a F. Three tardies will equal one unexcused absence. 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. For unexcused absences, students will need to make arrangements with other class members regarding missed information.

Taking notes during lectures and demonstrations is recommended. Time outside of class will need to be consistently spent on projects in order to meet the requirements of the class.

There will be no email during class time! You can only check your email during class breaks.

METHOD OF INSTRUCTION

The method of instruction will include lectures, lessons, demonstrations, project development, individual instruction, group discussions, and critiques.

METHOD OF EVALUATION & GRADING POLICY

The methods of evaluation used in this course are broken down as follows:

Projects	**80%**
Critiques	**20%**
TOTAL	**100%**

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

Grading is based on projects and participation and performance 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. 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.

- *Any student missing the mid-term/final semester critique or not turning in a midterm/final project without prior permission will have a full letter grade taken off the final semester grade.*

All projects are worth 100 points each. Letter grades are dictated as follows:

A	90-100	B	80-89	C	70-79	D	60-69	F	59-0

The final course grade will be calculated as follows:

Weekly Assignments	**30%**
Mid-Term Assignment	**20%**
Final Assignment	**30%**
Class Participation	**20%**
TOTAL	**100%**

SPECIAL STUDENT SERVICES (SSSO)

Extended time in a distraction-free environment is an appropriate accommodation based on a student's disability. If you are a student with 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, Ilima 103, 734-9552 (V/T), or email kapdss@hawaii.edu 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 (After Effects)
- Multimedia defined as image, text, audio and time
- The design process for motion graphic design for the web, & broadcast design (ie. tv, film, etc.)
- Overview of industry applications (for broadcast design, web design, special effects, film titles, etc.)
- The basic elements & principles of design in the context of motion graphic design
- Storyboarding (for project planning, pre-visualization, cinematic techniques, defining styles, etc.)
- Audio/Sound
- Optimization & output/delivery/playback issues

Week-by-week schedule:

- **Weeks 1-6: Intro to the Course, Motion Design Project #1 (Weekly Assignments)**
- **Weeks 7-9: Motion Design Project #2 (Midterm)**
- **Weeks 10-16: Motion Design Project #3 (Final)**

OFFICE HOURS

Office hours are held in the computer labs, not in my office. They are operated on a first-some-first-served basis and organized via a sign-up sheet on the whiteboard drafted at the beginning of each office hour session.

This semester my office hours are:
- Thursday mornings: 9:30am-10:30am in Koa 103