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MART 302.50: Introduction to Motion Design

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Media Arts 302

Introduction to Motion Design

3 Credits

Autumn 2021

The University of Montana, Missoula

Online Class

Professor: Greg Twigg

Office Hours: T W R from 11am-12pm

In-Person at McGill 231

ZOOM-in @ <https://umontana.zoom.us/j/95096565656>

EMAIL: greg.twigg@umontana.edu

Graduate TA: John Ragsdale

Office Hours: By Appointment

EMAIL: john.ragsdale@umconnect.umt.edu

COURSE DESCRIPTION

This course provides an introduction to the practices of motion graphics/design, with emphasis on process, concept, layering, and animation. Basic to intermediate production techniques, and the integration of various forms of digital media and compositing are fundamental components of this course.

This course is for the student interested in beginning to use motion design as an expressive and communicative art form. Aesthetic, technical, historical and conceptual issues will be addressed through lectures, demonstrations, exercises, and projects. Students are evaluated based on their contribution to the class discussions, critiques, and technical proficiency with various media

OBJECTIVES

The challenge of the media arts student is to integrate the capabilities of digital computation with aesthetic expression. The technological landscape in digital art continues to change dramatically so it is critical that the student artist stay in tune. With this in mind, this course has been designed to help each student gain a cohesive understanding of the multiple facets of motion graphics/design, while also providing an introduction to this industry-standard software.

Students will demonstrate understanding of the following principles and techniques through studio assignments:

- Concepts and Terminology

Compositing

Composition

Color Perception

Animation

Spatial Relationship

Timing

Cause and Effect

Blending Techniques

- Application of software for motion design (students are expected to obtain an intermediate knowledge of Adobe After Effects)
- Project Development

This course requires the enrolled student to have regular access to the software, Adobe After Effects, Photoshop and Illustrator. If a student needs to acquire this software, we recommend purchasing it directly from Adobe, where students receive an outstanding discount. [Click here](#) to visit the Adobe website.

TOPICS

- Project Setup
- Composition
- Motion Theory
- Design
- Professional Production Techniques

GRADING

Philosophy It is a common misconception that teachers assign grades when in reality it is the student who earns the grade. You are responsible for the effort put into each project therefore you assign your own grade. The purpose of grading, from a teachers perspective, is to clearly and accurately pinpoint the strengths and weaknesses of your progress.

Evaluation

Your overall grade will be based on your understanding of the information and ideas discussed, your formal, technical, and conceptual progress as demonstrated in projects, your participation in class discussions, and professionalism during the course.

Each project will be graded on the application of technique and conceptual principles to the creative work, the organization of the production process, participation, technical proficiency with the various software applications, their aesthetic application, problem solving, project presentation and the ability to meet deadlines. The exercises/projects and descriptions are listed in the Moodle calendar.

Grading Scale

Points (decimals will be rounded to the nearest whole number) will translate into the following letter grade:

A 95-100

A- 90-94

B+ 86-89

B 83-85

B- 80-82

C+ 76-79

C 73-75

C- 70-72

D 60-69

F 0-59

There will be a total of 100 points for the course, making it easy to track the progress of your grade. Check your grade regularly throughout the semester. Please keep in mind that your grade will be represented as a number of points, not a percentage.

Late Submission Policy

IMPORTANT / LATE WORK: Projects handed in after the due date and time will have points deducted from the assignment. Those that are uploaded late, but within one day of the due

date will automatically lose 1 point. For those uploaded after that, the number of deducted points will be at the discretion of the instructor.

Sensitive Subject Matter & Censorship

This course operates under a no-censorship policy, and you should feel free to experiment with challenging topics in your projects. That said - if you submit work with violent or sexually explicit themes, containing hate speech, racial slurs or other sensitive subject matter, I might contact you to request more background information on your choices.

Online etiquette

You are expected to conduct yourself with proper respect for the online classroom environment. Disruptive behavior will not be tolerated. Be respectful of your peers and instructors.

Software Information

The primary software programs that you will be using are:

- Adobe After Effects, Illustrator & Photoshop - industry-standard programs for motion graphics, photo manipulation, illustration and design/layout.
- It is important that throughout the semester you take advantage of the manuals, the program help menu, and related articles downloaded from the web.

Disability Services for Students

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. We will work with you and Disability Services to provide an appropriate modification. If you are registered with DSS, please send an email at the beginning of the course with your paperwork attached.

Accessibility

We are currently in the process of transitioning the course to increase accessibility for all students. Please be in touch if you have any questions or would like to speak about accessibility concerns. We're happy to work with you and provide reasonable accommodations.

Incompletes

Students are responsible for completing the required coursework within the time frame of the semester. Students are NOT entitled to an Incomplete grade if the coursework is not completed. Incomplete grades are only given in cases of utmost emergency and are only assigned at the discretion of the instructor.

THIS COURSE SYLLABUS IS SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR.

Academic Misconduct and Student Conduct Code

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The code is available online at <http://www.umd.edu/student-affairs/Dean%20of%20Students/default.php>