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MART 302.50: Introduction to Motion Design

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COURSE DESCRIPTION

This course provides an introduction to the practices of motion graphics and design, with emphasis on concept, compositing, and 2D animation. Basic to intermediate production techniques, project planning, narrative, and the integration of various forms of digital design are fundamental components of this course.

This course is for the student interested in finding ways to enhance their voice as digital artists with an expressive and dynamic communicative art form, especially those who wish to present materials via online videos, design websites and develop video games. Aesthetic, technical, historical and conceptual issues will be addressed through online topics, articles, video demonstrations, exercises, projects, and tutorials. Students are evaluated based on their contribution to the class and technical proficiency with various media.

This is a course that emphasizes the integration of aesthetic and technical issues related to digital animation and design. Students will be evaluated in these areas and are expected to acquire proficiency to create and produce digital works of art.

OBJECTIVES

Students will demonstrate understanding of the following principles and techniques through studio assignments:
· **Motion Graphic Design & Animation**
Compositions
Layers and Shapes
Color Space & Perception
Asset Import
Spatial and Temporal Relationships
Masks and Mattes
Character building and animation
Chroma Key footage integration
· **Application of software for still image based media (students are expected to obtain an intermediate knowledge of Adobe After Effects)**
· **Project Development**

TOPICS

· An introduction to historical references, background, and contemporary concepts of motion graphics
· Project Setup
· Composition
· Animating to audio
· Building a mock website animatic
· Creating a video game concept
· Creating a video package for vlogging/media presentation
· Professional Production Techniques (sizing for output, image capture, photo import and manipulation of still images)

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 peer discussions/evaluations, and professionalism during the course.

Grades will be based on the following formula:
1 essay accounting for 10 points
Exercises will account for 10 points each
Projects 1 - 3 will each account for 100 points

Total points possible: 360

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 on the 15 week schedule sheet.

Expectations for class participation
Participation by all members is critical to the success of this studio. Excellent participation is a given and includes contributing to ongoing peer discussions and critiques, along with a thoughtful process and strong work ethic.

Online etiquette
You are expected to conduct yourself with proper respect for the online classroom environment. Disruptive behavior will not be tolerated.

SOFTWARE INFORMATION
The primary software programs that you will be using are:
· Adobe After Effects: The industry-standard program for motion graphics and design

Students will also rely heavily on Adobe Photoshop, Illustrator and possibly Premiere.

· It is important that throughout the semester you take advantage of the digital manuals, the program help menu, and related articles downloaded from the web.

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

Academic Misconduct and the 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 for review online at www.umt.edu/SA/VPSA/Index.cfm/page/1321.