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Spring 1-2016

### MART 425.01: 3D Motion Design II

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Media Arts 425  
**3D Motion Design II**  
3 Credits  
Spring 2016 - The University of Montana, Missoula  
McGill 126  
Professor: Greg Twigg  
**EMAIL:** [greg.twigg@umontana.edu](mailto:greg.twigg@umontana.edu)

**COURSE DESCRIPTION**

This course provides an a chance to continue their studies and application of motion design and various elements of 3D work after completion of MART 323. Students and/or teams will be in a studio setting and encouraged to pursue individual interests in the area of motion graphics and 3D design in order to create and produce expressive and communicative finished works that can be applied to a portfolio for personal representation and advancement. Projects could include but not be limited to: games elements, animation, commercial production, music videos, etc. Advance knowledge and prior experience allows the student to explore subjects that go beyond the usual scope of MART courses. Students who want to push themselves are welcome (and encouraged) to do so.

Students are evaluated based on their contribution to the class discussions, critiques, and technical proficiency with various media and most importantly the level in which their work is produced and completion. This is a course that emphasizes the integration of aesthetic and technical issues related to motion design, and students 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 advanced knowledge of Adobe After Effects plus other software)

- 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- An introduction to historical references, background, and contemporary concepts of motion graphics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

## **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:

**Project 1: 25%**

**Final portfolio presentation: 50%**

**Student Presentation: 10%**

**Individual Proposals: 10%**

**Attendance: 5%**

Projects 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.

### 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.

## **SOFTWARE INFORMATION**

The primary software programs that you will be using are:

- Adobe Creative Cloud
- other industry standards in the world of motion design production (C4D, Maya, etc.)

- It is important that throughout the semester you take advantage of the 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](http://www.umt.edu/SA/VPSA/Index.cfm/page/1321).