GID216 Motion Graphics in Interactive Media
Spring 2016

Required Text

Adobe After Effects

Required Materials

• Process Book - unlined sketchbook (any size) for conceptual work
• USB thumb drive(s)

Course Description

3 Credits
This course is an introduction to motion graphics and animation for designers. Students will explore the relationship between graphic design and time-based, interactive media while examining contemporary and historical examples of motion graphics and animation. This course will focus on the use of current industry standard software to produce a range of motion graphics projects for the Web and other interfaces. Students will be introduced to strategies of visual communication through kinetic elements: form, speed, rhythm, orientation, color, texture and quality of motion. Projects will cover basic animation principles, design and composition, typography, timing, storyboarding, and incorporating sound and music. Through varying creative projects, students will gain a solid foundation of motion graphics and animation and techniques that will support their creativity and enhance their digital skill-set.

Prerequisites: GID104 or permission of Division Dean. ENG101 highly recommended as a pre or co-requisite.

Course Objectives

Upon successful completion of this course, students will:

• Gain a strong working knowledge of Adobe After Effects and Flash
• Recognize the history, theory and practice of motion graphics
• Recognize vocabulary and visual language for motion
• Demonstrate an understanding of motion graphic design principles
• Reinforce graphic design principles in motion graphics
• Identify methods and processes for conceptualizing in time-based media
• Build various visual elements (diagramming, storyboarding, key framing, etc.)
• Combine typography, image, video and sound into motion graphic projects
• Create and animate vector-based artwork
• Develop innovative styles based on design concepts and storyboards
• Organize information and develop a narrative to make compelling motion graphics
• Design professional-quality, motion-based projects
• Utilize varying file formats and compression standards
• Prepare oral and visual presentations
<table>
<thead>
<tr>
<th>Grading Standards</th>
<th>Method of Assessment</th>
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<tbody>
<tr>
<td>A (93-100)</td>
<td>Classroom in a Book exercises &amp; in-class assignments 20%</td>
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<tr>
<td>A- (90-92)</td>
<td>Tests and Quizzes 20%</td>
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<tr>
<td>B+ (87-89)</td>
<td>Stop Motion Video 20%</td>
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<tr>
<td>B (83-86)</td>
<td>Brand Introduction 20%</td>
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<tr>
<td>B- (80-82)</td>
<td>Movie Title Sequence 20%</td>
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<tr>
<td>C+ (77-79)</td>
<td>Estimated Homework Hours</td>
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<tr>
<td>C (73-76)</td>
<td>A minimum of 5-6 hours of homework can be expected per week. All work will be due at the start of the next class, unless otherwise noted. Work time is never given in class, for work that is due that same day.</td>
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<tr>
<td>C- (70-72)</td>
<td>Late Work</td>
</tr>
<tr>
<td>D (60-69)</td>
<td>LATE WORK IS PENALIZED</td>
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<tr>
<td>F (below 60)</td>
<td>In the professional world - deadlines drive the industry and cannot be missed. All assignments are expected on time. Late work is unacceptable. If the assignment is not passed in on the due date it will be given a grade of 0. All field trips and guest speaker lectures must be attended—this is not optional. The work in this class builds upon itself, stage by stage—skipping a stage will affect the success of the finished work. All stages are graded as part of the student’s concept development.</td>
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- **Excellent comprehension of class concepts, work above and beyond class assignments**
- **Excellent comprehension of class concepts, creative solutions to design problems**
- **Very good comprehension of class concepts, originality shown in all work**
- **Good comprehension of class concepts, demonstrated artistic progress**
- **Better than average grasp of class concepts, demonstrated artistic progress**
- **Average grasp of class concepts, reasonable attention to work, artistic progress**
- **Average grasp of class concepts, reasonable attention to work**
- **Less than average grasp of class concepts shown, but all work passed in**
- **Marginal knowledge shown, not all assignments completed satisfactorily**
- **Failing, unacceptably low level of knowledge shown, less than 1/2 work completed, absences in excess of allowable limit**
Attendance
This class is very hands-on, and students are expected to attend class on a regular basis. Poor attendance will affect a student’s final grade. Oral participation in class is encouraged. The maximum number of absences is the equivalent of 3.5 class hours (1 week of class). Each student’s course grade will be marked down 1 point for each additional class hour missed.

The instructor reserves the right to withdraw students who have missed more than 3.5 class hours in absences. If you are not present when attendance is taken, you will be considered absent. Also, it is your responsibility to get what you have missed if you are absent from class. Please review the BlackBoard (Bb) course site and team up with a classmate to fill you in on pertinent information (deadlines, instructions, handouts, etc.)

Plagiarism/Cheating
The act of adopting ideas, written passages, visual images, etc. as one’s own is unacceptable. Plagiarism and cheating of any kind will not be tolerated and will be taken seriously with a course grade of F/Failing.

Please carefully review the full policy: http://mwcc.edu/catalog/policies.html#Honesty

Academic Support
Many students find that college coursework provides new academic challenges. Students who wish to deepen their understanding of course concepts, extend their skills, and improve their performance in this course are encouraged to use the free tutoring and other support services available in the Academic Support Center. Math and writing tutors are available on a drop-in basis. Tutoring in other subjects is arranged by appointment. If you have any questions about tutoring, stop by the Academic Support Center on the main level of the college’s library, room 128.

Learning Disabilities
If you wish, please inform me of any learning issues you may have, and how I can help facilitate your learning process. Students with documented disabilities who believe that they may need accommodations in this class are encouraged to contact the Coordinator of Services for Students with Disabilities in room 141A, or call 978-630-9120, as soon as possible to ensure that such accommodations are implemented in a timely fashion. The Disabilities Counselor and the Disability Services Team members are the designated persons to review your documentation, protect the confidentiality of the information disclosed, and to discuss the most reasonable accommodation options. Bring back the signed Accommodation Recommendation Form. We can then, discuss your needs privately and implement the best accommodations in view of the required academic and technical standards of this class.
Distracting Behavior

Cell phones, beepers, and personal headsets are simply not allowed. Turn them off during class. I insist.

Respect for self, instructor, and classmates are required at all times. Other forms of distracting behavior, such as sleeping, side conversations, disrespect toward fellow students and profanity are also not permitted in order to ensure a comfortable and conducive learning environment.