COURSE DESCRIPTION
This course is an exploration of the theories, methods, processes, and fundamental technical skills integral to the creation of motion graphics for visual communications. Students will explore time-based graphics through hands-on experience with basic animation principles, concept development, storyboarding, and the use of pertinent digital tools.

COURSE OBJECTIVES
At the end of the course, students will be able to exhibit basic skills applicable to the development of professional motion graphics for a variety of venues and genres including broadcast, film, online, and live events.

This course will introduce students to the processes and basic conceptual and technical skills involved in motion graphic design, giving them practical experience that emulates professional design practices. The major projects in this course are designed to provide students with the opportunity to produce works that will eventually become part of their portfolios upon completion of the Graphic Design Program.

TEACHING AND LEARNING METHODS
Creation methods for contemporary motion graphics are explored through software applications (primarily Adobe After Effects), as well as non-digital ideation, planning, and presentation techniques.

Class time is devoted to lecture, discussion, critique, demonstration, conferences between student and instructor, and studio/computer lab work. Attendance and use of class time is important. This is a studio class, always bring the appropriate tools to work on projects during class time. Discussions and lectures listed on semester calendar supplement the information provided on assignment sheets. Participation in discussions and note taking during lectures are critical for success in the class.

REQUIRED TEXTS
- After Effects Apprentice, 3rd Ed. -Chris & Trish Meyer
- The Visual Story, Second Edition- Bruce Block

There will also be several reading handouts that pertain to individual assignments and related topics. These are required reading assignments! We will be discussing these in class, and your grade WILL be affected by your participation in these discussions.

RECOMMENDED READING & RESOURCES
- Motion Graphic Design: Applied History and Aesthetics -Jon Krasner
- Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 4th Ed. -Chris & Trish Meyer
- Design Essentials for the Motion Media Artist: A Practical Guide to Principles & Techniques - Angie Taylor
- motionographer.com
- greyscalegorilla.com
- artofthetitle.com
- watchthetitles.com
- lynda.com
- vimeo.com
- tv.adobe.com

REQUIRED MATERIALS
- portable digital storage
- headphones
- sketchbook, paper, writing and drawing tools
- gmail account/sharing on google drive

WORK ETHIC
The following are work habits that are not only critical to your successful completion of this course and subsequent courses in the Graphic Design program, but are reflective of the practices expected in the professional field.
- Consistent attendance and punctuality.
- Constructive use of class time.
- Being prepared at the start of each class with assigned work and appropriate materials and tools.
- Working with efficiency and accuracy, both within and outside of the classroom.
- Keeping your work areas clean and neatly organized.
- Active participation in critiques or and discussions during class time. Students who do not actively participate in class should not expect private critiques outside of class.
- Being responsible. Students who are absent for lectures and class discussions must obtain notes and assignments
from a responsible classmate prior to the next class period. While instructors will be happy to clarify information where there might be confusion, instructors must not be expected to repeat lectures or elaborate on project details on an individual basis. Students should make every effort to obtain missed information from classmates before contacting faculty.

- Lastly, all work must be original. Plagiarism is not tolerated, and such practices are grounds for a failing grade, and/or dismissal from the program.

EVALUATION METHODS / GRADES

A point system that correlates to letter grades (see point correlation chart) will be used for individual exercises, quizzes, assignments and projects throughout the course. In-class exercises are graded on a 10 point scale, unless otherwise noted.

Assignments are graded on a point scale (typically anywhere from 20–50 points). Precise point values and evaluation criteria will be specified for each assignment. These will generally include:

- Conceptual / Ideation Process
- Design Development
- Final Solution
- Craftsmanship and Presentation

The overall course grade will be determined as follows:

- 50% projects, assignments, and exercises
- 25% professionalism and participation
- 25% weekly progress / process development

This is a studio lab class. In a studio lab class it is expected that a minimum of 4 hours are spent during each class and a minimum of 4 hours of work outside of class per week for each credit hour awarded (12 hours per week for this course). Unless otherwise specified, all assignments must be uploaded to the course “drop box” on the CFA server BEFORE THE BEGINNING of the class session. Work not completed by the due date will receive a grade and then be marked down a full letter grade. For example: a project receiving an “A” grade will be recorded as a “B”. Quizzes and in-class exercises (instructor-led) that are missed due to absence cannot be made up.

You are responsible for the frequent and methodical back-up of your work over the course of the semester. Data loss—from a lost, fried and/or stolen hard drive—will not be accepted as an excuse for late or missing work. You are responsible for the re-creation of any work that goes lost or missing. BACK UP YOUR WORK WEEKLY, OR EVEN DAILY!

ATTENDANCE

Attendance is a required part of this course and is essential for learning. All students are expected to attend class on a regular basis. Consistent and prompt attendance develops responsible, professional behavior and insures that student have access to the full range of experiences and information necessary to complete class assignments and acquire the skills and knowledge emphasized in a university education. Punctuality is expected and attendance is required until the end of each class period. Leaving class early will be regarded as an absence.

Absences should only occur due to unforeseen circumstances associated with illnesses or unexpected emergencies. In anticipation of this, students are allowed no more than 2 absences during the semester to account for unforeseen circumstances. Further absences will lower your grade by 1/3 for each absence. For example: if you have a B in the course, a third absence will lower the grade to a B-, a fourth absence will lower it to a C+ and so on. Regardless of your grade, six absences will result in a C- and/or retaking the course.

Activities such as doctor appointments, advisor conferences, trips to supply stores and labs, employment, should not be scheduled in conflict with class time. Faculty cannot be placed in the position of determining which student’s absences are excusable and which are not. Prolonged illness should be verified by a physician and may require the student to withdraw from class if the student cannot complete work in a comprehensive and timely manner.

GRADE DESCRIPTIONS

A Excellent work that meets the highest standards of the class; superior comprehension and integration of course materials; outstanding commitment to class objectives. “A work” exhibits creativity and insight.

B Quality and quantity of work is above average and exhibits clear focus; demonstrates improvement over the duration of the course; solid comprehension of course material and commitment to course objectives. “B work” meets all course requirements.

C Satisfactory work that meets the minimum requirements, but may exhibit a lack of initiative, commitment, or significant improvement; Comprehension of basic concepts
material is satisfactory, with further integration or exploitation encouraged. C- is considered the minimum grade for passing this class and continuing in the program.

D Work that in one or more ways fails to meet the course requirements; initiative and commitment are seriously lacking. Comprehension of course material and competencies is below average and needs considerable improvement. In accordance with university policy, “D” is NOT a passing grade for required courses within a major.

E Quality and quantity of work is unacceptable. Course requirements and competencies have not been met.

INCOMPLETE “The mark I (incomplete) shall be given and reported for work that remains unfinished due to circumstances beyond the student’s control (such as illness or enforced absence). The grade of I should be used only for a student who is passing the course and who needs to complete 20% or less of the course.” –University of Utah PPM, III. Policy 6-100-3-G2. Students receiving an I should be able to complete the coursework for the class without needing to attend any additional classes.

MINIMUM GRADE REQUIREMENT FOR CONTINUATION IN THE DESIGN PROGRAM AND GRADUATION
All Art major students must pass required courses with a C- or better in order to graduate. In the Graphic Design program, if a student receives a grade lower than a C- they will need to repeat the course prior to graduation. Receiving less than a C- in any design course will require the student to wait until the next time the course is offered to continue on with the rest of their design courses. If not successful in achieving a C- or higher in this second attempt, the student will be dismissed from the program.

Upper-level Advanced Graphic Studio courses must also be passed with a C- or higher. However, if a student does not receive a passing grade in a particular AGS course, a different AGS course may be substituted for another in order to fulfill requirements.

ACCOMMODATIONS POLICY
The policy for this course is to NOT make accommodations for content. Some of the films, presentations, or lectures in this course may include material that may be in conflict with the individual values of some students. Please review the syllabus carefully to see if the course is one that you are committed to taking. Discussions held in class and individual student work may include topics and/or imagery that may make some students uncomfortable. Although your classmates and the instructor have no way of easily making an informed decision about which topics or imagery might be problematic, every effort will be made to foster an environment of mutual respect. If you have a concern, please discuss it with your instructor at your earliest convenience.

FACULTY AND STUDENT RESPONSIBILITIES
According to the University Student Code, outlined in the Student Handbook; students are expected to maintain professional behavior in the classroom setting. Students should understand and be responsible for the content mentioned in the Student Code. The design program faculty will strive to maintain a classroom environment that is conducive to learning.

EQUAL ACCESS
The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Union Bldg, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in the course can be made available in alternative format with prior notification to the Center for Disability Services.

IMPORTANT DATES: SPRING 2014
- Martin Luther King Jr. Day (no class): MON, JAN 19
- President’s Day (no class): MON FEB 16
- Spring Break (no class): MON, MAR 16
- Last Day of Class: MON, APR 27
Jan 12
Course Intro
A1: Design Show and Tell
Homework:
Must have text books by Jan 19
After Effects Apprentice 3rd Edition
The Visual Story-Bruce Block
A1: Presentation

Jan 19
Martin Luther King Day- No School

Jan 26
A2: Title Sequence/Mood Boards and Story Boards
DEMO: Basic Animation
DUE: A1: In Class Presentations/Title Sequence
Homework: AE Apprentice Lesson 1 Basic Animation
A2: Mood Boards

Feb 2
A2: Mood Board to Story Board
DEMO: “The Jabberwocky”
DUE: A2 Mood Boards/AE Lesson 1
Homework: AE-Lesson 2-Advanced Animation, A2: First Pass Story Boards

Feb 9
A2: Story Board Critique
DEMO: “Feeling and Tone”
DUE: A2: Story Boards AE Lesson 2
Homework: A2: Refined Story Board
AE Apprentice-Lesson 3 Layer Control

Feb 16
Presidents Day- No School

Feb 23
Guest Speaker TBD
A2: Refined Story Board Critique-one on ones
DEMO: “Back off Man, I’m a scientist”
DUE: A2: Refined Story Board AE Lesson 3
Homework: A2: FINAL
AE Apprentice Lesson 4 Transparency

Mar 2
A2: Final Presentations
A3: Kinetic Type Kick Off
CHOPPED!-TBD
DUE: A2: Final AE Lesson 4
Homework: A3: First Pass
AE Apprentice Lesson 5 Type and Music

Mar 9
A3 Story Board/Rough Animatic Review
DEMO: “Far From Any Road”
DUE: A3 Rough Animation AE Lesson 5
Homework: A3: Refined Animation
AE Apprentice Lesson 6 Parenting and Nesting

Mar 16
Spring Break- No School

Mar 23
A3 Final Presentations
A4 “Ode to a Type Face” kick off
BOOK IN AN EVENING-The Visual Story in class presentations
DUE: A3 FINAL AE Lesson 6
Homework: A4: Ode to a Type Face Proposals
AE Apprentice Lesson 7 Expressions

Mar 30
Guest Speaker - TBD
A4: Proposal Presentations
DUE: A4: Proposals AE Lesson 7
Homework: A4: Story Boards

April 6
A4: Story Board Critique
DEMO: “Puppet Tool”
DUE: A4 Final Project Rough Story boards
Homework: A4: Refined Story Boards/Animatic

April 13
A4: Story Board/Animatic Critique
In class assignment: “Wonderland part 1”
DUE: A4 Story Board/Animatic
Homework: A4: Animatic

April 20
A4: Animatic Review-One on ones
In class assignment: “Wonderland part 2”
DUE: A4 Animatic
Homework: A4: Final

April 27- Last Day
Class Critique Finals
DUE: A4 Final Project

Schedule is subject to change*