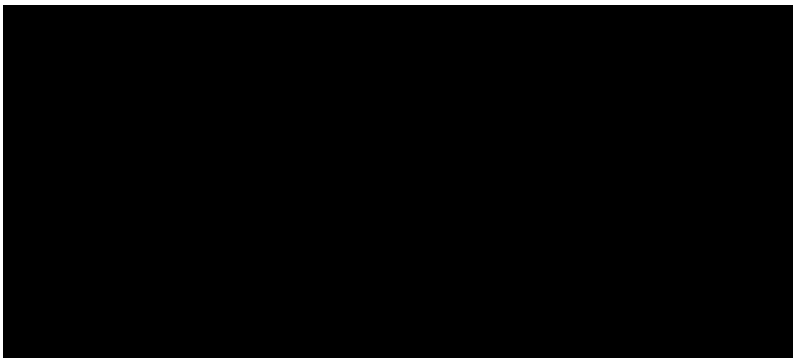


Motion Graphics

ART2620 351

Instructor Information



Course Student Learning Outcomes

- Implement principles of typography relating to creating motion graphics for time-based visualizations.
- Show improvement in traditional principles of design relating to creating motion graphics for time-based visualizations.
- Show improvement in traditional principles of animation relating to creating motion graphics for time-based visualizations.
- Implement skill and techniques in using industry standard motion graphic software, relating to creating graphics for time-based visualizations.
- Exhibit traits of professional responsibility.
- Demonstrate production workflow as it relates to 3d graphics.
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Course Description

The integration of “type” and “image” in motion using design and animation principles in the creation of graphics for time based visualizations.

Prereq: ART 1280

Recommended prereq: ART 1230, ART 1620 and ART 1630

Semester: Fall

Course Prerequisites

It is the student’s responsibility to examine each course description for details of prerequisite classes. It is expected you have taken the prerequisites for this course, SLCC VAD requires students to receive a C grade or better in pre-requisite classes, some 4-year institutions require a C+ or better.

Required ART 1280 Photoshop, suggested ART 1620 Intro to Animation

Required Text or Materials

Title: All content provided on Canvas, See Required Material page for list of supplies

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

Class Schedule

Due Date	Assignment Name	Assignment Type	Points
	Explainer Video	Discussion	0
	Roll Call Attendance	Assignment	100
	Water Cooler Discussion (Optional)	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
8/28	Ball Bounce Assets	Assignment	8
9/2	Syllabus Quiz	Quiz	6
9/6	Ball Bounce	Discussion	40
9/18	Kinetic Typography Assets	Discussion	20
9/27	Kinetic Typography	Discussion	40
10/4	Puppet Assets	Discussion	20
10/18	Motion Graphics Critical Analysis	Assignment	40
10/25	Puppet Animation	Discussion	40
11/13	Explainer Video Assets	Discussion	20
11/29	Explainer Video Animation	Discussion	40
12/6	Skill Share Demonstration	Assignment	40
12/11	College Course Evaluations	Assignment	0
12/11	End of Course Survey	Quiz	20
12/11	Final	Discussion	40

Brief Description of Assignments/Exams

You will be asked to demonstrate the course outcomes through several projects that explore aspects of animation that will show evidence of your ability to apply the principles covered in this course and by and participating in critiques and discussions. All

submissions will be uploaded directly to Canvas, shared in person or over video meetings, or as a link to syncSketch. **Do not use Google Drive, YouTube, or Office 360 to submit assignments.**

You will be asked to demonstrate the above outcomes through projects that explore aspects of Motion Graphics that will show evidence of your ability to apply the principles covered in class, and by presenting and participating in critiques and discussions.

Asset Creation – 20% of grade

Assignments – 60% of grade

This is a studio class with all assignments outlined on Canvas, and when completed will be presented for a peer review. Part of that grade will also reflect your participation in group critiques.

Motion Graphics Critical Analysis and Skill Share Demonstration - 20% of grade

You will prepare a 5-minute oral report on a short clip of film you feel is an exceptional example of quality motion graphics. You will lead a class discussion about justifying your choice.

Each student will select a tool or technique using the software and present a short demo, 10 minutes of instruction to the rest of the class.

Final

You will compile a progression reel of all animations completed this semester, and complete an End of Course Survey.

Grading Scale

My professional experience and aesthetic preferences are factors that influence my judgment. Specific objectives for each project will be outlined on Canvas and explained in-modules. Assignments are generally graded on a rubric with 4 points scale. Rubrics let you know how you will be assessed on your assignments. Canvas has a tutorial for how

to view rubrics for assignments, how to view rubrics for discussion boards, and how to see rubric scores and comments. Canvas also has a tutorial for how to view comments and annotations made by your instructor on assignments.

Example of Rubric Criteria and Scoring

Criteria	4	3	2	1	0
Criteria	Professional	Adequate	Needs Work	Inadequate	No submission
Criteria	Every time	Most Times	Few Times	No times	No Submission
Criteria	Excellent	Good	Fair	Poor	No Submission

Project grades will foremost be based upon the excellence of the project work. Students will receive point value for work that meets the criteria as given. You can view your grades right in Canvas, and they will be updated on a regular basis. Check frequently to make sure your grades are accurate. You can use the What-If Grades feature to find out how your grades will be affected by ungraded or upcoming or resubmitted assignments.

There is no assigned extra credit in this class. Final Grades will be given in the following breakdown as recommended by the Visual Art & Design Department.

- A (93% - 100%)
- A- (90% - 92.9%)
- B+ (86% - 89.9%)
- B (83% - 85.9%)
- B- (80% - 82.9%)
- C (70% - 79.9%)
- D (60% - 69.9%)

- E (0% - 59.9%)

Academic Honesty

Academic Honesty will be strictly enforced in this course. Any behavior deemed unethical or that does not abide by reasonable academic honesty will result in action by the professor. Students caught cheating in this course will forfeit their right to pass this course!

Deadlines

Submission due dates are stated with each assignment and an overview may be seen in the Canvas Calendar. Deadlines are not negotiable. No late work will be accepted. Every effort should be made to get your assignment submitted on time. Drawing, design, story, animation are processes of constant improvement. We have frequent critiques to review the progress of your work. If your work is not finished you are still expected to submit it and participate.

Revisions

“Half of my life is an act of revision.” – John Irving

Projects that are turned in on time will not receive a final grade until the final at end of the semester so you will have the opportunity to make revisions. You will receive a temporary grade at the time each is due. When the revisions are completed a final grade will be assigned to each, if the revisions are done poorly the grade will not be improved and may even drop. Projects should be reworked based on the critique comments until they are as strong as possible.

- preferred - turned in on time, finished - can be resubmitted for a better grade
- acceptable - turned in on time, unfinished work in progress - can be resubmitted for a better grade
- unacceptable - not turned in, late, or work not started, submitted a placeholder - cannot be resubmitted for a better grade

Exceptions:

- sketchbook checks
- project milestones
- projects that are a required iteration or revision
- the final

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following

link: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Accessibility

Every known effort has been made to format this course to be as accessible as possible for all students, including closed captioning, alt tags, video and image descriptions, etc. However, due to this visual art nature of this course, not all visual elements within the course can be formatted in an accessible way that allows students needing visual assistance sufficient accommodations to use them independently. For example, students must create drawings that are visually appealing based on observation, or synchronize audio with animation. Students needing additional accommodations should work with the DRC on a case-by-case basis.

Catch All

I don't claim to know everything and am a fallible human being. I will inevitably make factual errors, draw unjustified conclusions, and sometimes pass my opinions along as fact. When appropriate, please let me know when I have messed up, and suggest ways my instruction or this course can be improved. The course evaluations at the end of the

year are helpful, but the changes brought about through that feedback will be too late to help you.

Don't wait to address a problem!

I am not an umpire who is trying to call you out. I'm not a competitor who is trying to outsmart you. I'm not a prosecutor who is trying to convict you. I'm a teacher who wants your progress, dedicating my days to provide you opportunities to help you succeed as you make efforts toward your goals.

Items on this syllabus may be added to or changed to better achieve the course goals and needs of the student and instructor as situations present themselves.