

# Motion Graphics

ART - 2620 351

## Course Student Learning Outcomes

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- 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 Prerequisites

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**Prerequisites: Required ART 1280 Photoshop, suggested ART 1620 Intro to Animation**

- Student's responsibility to examine each course description for details of prerequisite classes.
- C grade or better in pre-requisite classes is needed to continue.
- Some 4-year institutions require a C+ or better for transfer.

## Required Text or Materials

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**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](mailto:ads@slcc.edu).

## Attendance

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**Credit Hours: 3**

**9 hours/week of work expected - 3 lecture, 2 lab, 4 homework**

Attendance is not graded directly, but it is crucial in a studio class, where class time is dedicated to creating evidence used in your final. Missing classes means missing this evidence. While there is some catch-up time in the last week, it is limited.

- Online attendance means you participate and complete required coursework during that scheduled week.
- Expected you will be **p**unctual, **p**repared, **p**articipate, & **p**resent (on task) for the duration of the class.
- Visual Art & Design Attendance Policy: 80% attendance is required for passing.
- No need to disclose the reasons for absences.
- Dropped if you don't log in within first 5 days, complete 1st week coursework

## Incomplete

Instructors are not compelled nor required to give an Incomplete, especially when withdrawal may be more appropriate. Incomplete grades not changed before the deadline will be automatically changed to an E. More information on applying for an "Incomplete" Grade.

- Criteria: unavoidable unforeseen extraordinary unfortunate circumstances, passing grade at the time of the request, past withdrawal date.
- Process: Work with the instructor to complete coursework within a year.

## Course Policies

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## **Lab Usage- OpenLab SCM 1-051 during open campus hours**

- Keep your personal area tidy, clean up at the end of time
- No removal of school property

## **All students are allowed the following**

- Use of headphones if they can hear general spoken instructions.
- Leaving class at any time for any reason without warning or permission, with the understanding that missed content will not be repeated.
- Consumption of food and drink, provided it does not create a mess or near school computers.
- Use of fidget devices
- Pacing during instruction if it does not obstruct other students.
- Freedom to sit and move around the classroom as needed.
- Permission to record class sessions by notifying instructor for your private study only.
- Permitted to bring medical equipment to class

## **Accessibility**

Every known effort has been made to format this course to be as accessible as possible, but not all visual elements within a course can be formatted in an accessible way that allows students needing audio or visual assistance sufficient accommodations to use them independently. Students needing additional accommodations should work with the Accessibility & Disability Services (ADS) on a case-by-case basis.

## **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!

## Usage Rights

- Work submitted may be used anonymously for future examples/promotions/assessments for the department, school, or college. Contact me if you do not want this to happen.
- All images used in this course are created by the instructor unless otherwise noted. Exceptions are credited to the creators to the best of our knowledge.
- Course material developed by the instructor and any recordings you make in class are the intellectual property of the instructor and cannot be shared publicly without approval.

## Engagement Plan

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### **My commitment to you:**

- Please communicate in person, through Canvas Inbox, or the Watercooler discussion board, and not email, phone, text, or submission comments.
- I will log in at least daily and be online to facilitate this course during scheduled times. I will also be available during office hours or by appointment to meet IRL or virtually.
- I will grade and return your assignments with feedback before the next assignment comes due.
- As we do discussion boards, I will read through what has been posted on the days and times scheduled.
- I will respond within 24hrs to messages received on a weekday. Weekends will take longer but will get to everyone by the end of Monday. I cannot do remote technical support.

### **My expectations of you:**

- It is expected you will log in daily to receive messages and announcements.
- It is expected you will turn in assignments on time and complete peer reviews on time

- As we do discussion boards, it is expected you will contribute to discussions by posting and replying multiple times each week.
- It is expected you will have read the assignments, reviewed the course content, and the posts in the Watercooler discussion board, and tried to do the assignment before messaging me directly with questions about the course or the assignments. "I'm confused" is not a question. Ask me exactly what you want to know about, only then can I help you.

## Brief Description of Assignments/Exams

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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. **Meaning you will publicly share your drawings and animation.** All submissions will be uploaded directly to Canvas, shared in person or over video meeting, or as a link to syncSketch. **Do not use Google Drive, YouTube, or Office 360 to submit assignments.**

### **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

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My professional experience and aesthetic preferences are factors that influence my judgment.

**Project grades will foremost be based on the excellence of the project work.**

You can view your grades right in Canvas

Specific objectives for each project will be outlined on Canvas and graded using rubrics, generally using a 4-point scale.

Rubric Example

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

Percentage breakdown for Final grade

- 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%)

## Deadlines & Revisions

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On-time is more important than finished.

Deadlines are defined on Canvas only, not what you thought, not what the instructor mispoke, nor what your friend told you.

### **Deadline Window**

Begins with the due date and ends when assignments are graded, a minimum space of two days. If your work is not finished, you are still expected to submit it and participate.

#### **On-time work: submitted within the Deadline Window**

- Critiqued on the due date.
- Can be repeatedly fixed and resubmitted for better scores till the end of the semester.

#### **Late work: submitted after grading**

- May not receive a critique
- May not get graded, if graded it cannot be resubmitted for a better score.

#### **Exception to revisions**

- sketchbook checks
- milestones
- iteration assignments
- the final

Use [What-If scores](#) to see how grades might be affected by upcoming or resubmitted assignments

## Student Academic Calendar

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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](#)

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Explainer Video</a>	Discussion	0
	<a href="#">Roll Call Attendance</a>	Assignment	100
	<a href="#">Water Cooler Discussion (Optional)</a>	Discussion	0
9/6/25	<a href="#">Syllabus Quiz</a>	Quiz	6
9/8/25	<a href="#">Ball Bounce Assets</a>	Assignment	8
9/15/25	<a href="#">Ball Bounce</a>	Discussion	40
9/22/25	<a href="#">Kinetic Typography Assets</a>	Discussion	20
9/29/25	<a href="#">Kinetic Typography</a>	Discussion	40
10/6/25	<a href="#">Puppet Assets</a>	Discussion	20
10/13/25	<a href="#">Motion Graphics Critical Analysis</a>	Assignment	40
10/27/25	<a href="#">Puppet Animation</a>	Discussion	40
11/10/25	<a href="#">Explainer Video Assets</a>	Discussion	20
12/3/25	<a href="#">Explainer Video Animation</a>	Discussion	40



Due Date	Assignment Name	Assignment Type	Points
12/10/25	<a href="#">Skill Share Demonstration</a>	Assignment	40
12/15/25	<a href="#">College Course Evaluations</a>	Assignment	0
12/15/25	<a href="#">End of Course Survey</a>	Quiz	20
12/15/25	<a href="#">Final</a>	Discussion	40

## Accessibility

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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.

## Institutional Policies

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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.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

## Learning Support and Tutoring Services

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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, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. 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, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. 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.

## Advising

- [advising office](#) organize a plan to finish your program in a timely manner
- [Degreeworks](#) & Official Catalog is a resource to know how all this fits together
- Faculty can help you make sense of the catalog

This class is part of the following credentials.

- Visual Art & Design - Animation: AS degrees are intended to transfer to the four-year schools.
- Visual Art & Design - Animation Emphasis: AAS (CTE) helps you prepare for an entry-level career.
- Visual Art & Design - Motion Graphics: CP (CTE) short-term programs where you focus on gaining specific skills, They are stackable with the AAS degree and may be done together.

## Catch All

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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.