



## COURSE OUTLINE: GRD305 - MOTION GRAPHICS

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Approved: Bob Chapman, Chair, Health

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| <b>Course Code: Title</b>  | GRD305: MOTION GRAPHICS  |
| <b>Program Number: Name</b>  | 1094: DIGITAL MEDIA  |
| <b>Department:</b>   | GRAPHIC DESIGN   |
| <b>Academic Year:</b>  | 2022-2023  |
| <b>Course Description:</b>   | <p>Making images and typography move has been the domain of animators for many decades. Graphic designers, especially those employed in the broadcast design industry or developing moving graphics for Web-based solutions will benefit from this course. This studio course introduces the student to the world of moving graphics. Through experimentation and exploration students will study legibility and readability issues with typography and how movement impacts both type, imagery and understanding and interpretation. A variety of methods will be used to manipulate text and imagery in a moving environment. Expertise in the concepts involved in presenting image-based to typographic-based solutions in an environment that moves will be crucial in the future careers of graphic designers.</p> |
| <b>Total Credits:</b>  | 3  |
| <b>Hours/Week:</b>   | 3  |
| <b>Total Hours:</b>  | 42   |
| <b>Prerequisites:</b>  | GRD202, GRD203   |
| <b>Corequisites:</b>   | There are no co-requisites for this course.  |
| <b>Substitutes:</b>  | ADV264   |
| <b>This course is a pre-requisite for:</b>   | GRD405   |
| <b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>                                | <b>1094 - DIGITAL MEDIA</b>  |
| <b>Please refer to program web page for a complete listing of program outcomes where applicable.</b> | VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.  |
|  | VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.   |
|  | VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.  |
|  | VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies.   |
|  | VLO 6 Use recognized industry practices throughout the design process and related business tasks.  |
|  | VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.  |
|  | VLO 10 Assess, select and use a variety of digital media technologies when developing design solutions.  |



**Essential Employability Skills (EES) addressed in this course:**

- EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
- EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3 Execute mathematical operations accurately.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Other Course Evaluation & Assessment Requirements:**

**Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.

If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

**Fail:**

A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory of a D grade level or in which the directions have not been followed correctly.

Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor immediately to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.

Maximum grade for a failed assignment is a C (65%)

**Extensions Policy:** Will only be granted based on the following terms:

Extension request is at least 24 before the posted deadline for a specific assignment. No extension will be granted after the 24 hours has lapsed.

The student must be in attendance for all classes.

The student must take part in class discussion and critiques (showing progress in each critique class).

Being late and/or leaving early from class may warrant a refusal of extension by the faculty.

If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.



From time to time the results of student projects assigned during the duration of this course may be used for college promotional purposes. Where possible credit for the work will be provided ( student name) in conjunction with the display of the work.  
 Original sources and copyright owners of all imagery used in projects by students for educational purposes must be documented and submitted as part of a bibliography for each assignment. In the event that borrowed imagery ( stock photos and illustrations) are not to be used for promotional purposes the college reserves the right edit the work to replace those images with those that are within the terms of copyright agreements suitable for college promotion.  
 Other than a name credit no additional compensation will be provided to the student for the use of their work on college promotional materials.

**Opting out**

It is assumed that all student completed as part of a Sault College course work will be eligible for consideration however, if a student wishes to not allow the college to use their work the student is required to write a letter to the coordinator indicating their intention to opt out of this initiative. There will be no penalty applied to the student for opting out of this plan.

**Course Outcomes and Learning Objectives:**

| <b>Course Outcome 1</b>  | <b>Learning Objectives for Course Outcome 1</b>  |
|--|--|
| 1. Identify design problems, plan and document design solutions.                                 | 1.1 Use provided documentation structure to document design problem statements and development of projects.<br>1.2 Develop a project plan to guide design research and creativity.<br>1.3 Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research.<br>1.4 Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.<br>1.5 Demonstrate an ability to include user testing methods asrequired in design process and document the results. |
| <b>Course Outcome 2</b>  | <b>Learning Objectives for Course Outcome 2</b>  |
| 2. Application of graphics to animation.   | 2.1 Utilize vector, raster and typographic elements in a production.<br>2.2 Demonstrate an ability to utilize software to produce an animated project.   |
| <b>Course Outcome 3</b>  | <b>Learning Objectives for Course Outcome 3</b>  |
| 3. Develop and implement solutions to design / typographic problems based upon research results. | 3.1 Demonstrate analytical ability in problem solving re: design parameters and limitations.<br>3.2 Render all preliminary studies (thumbnails, layouts, comprehensives) and final presentations using appropriate degrees of detail and quality.<br>3.3 Demonstrate an ability to use typography effectively in design solutions.<br>3.4 Demonstrate an ability to use storyboarding skills to plan projects.   |
| <b>Course Outcome 4</b>  | <b>Learning Objectives for Course Outcome 4</b>  |
| 4. Demonstrate an ability to document all stages of the  | 4.1 Demonstrate an ability to cite resources properly according to supplied formats.   |



|   | design process.   | 4.2 Demonstrate the ability to use design research information to direct a creative solution to a design problem.<br>4.3 Demonstrate the use of storyboarding and rendering skills to pitch an idea on a project for approval.  |                   |                          |      |  |
|---|---|---|-------------------|--------------------------|------|--|
|   | <b>Course Outcome 5</b>   | <b>Learning Objectives for Course Outcome 5</b>   |                   |                          |      |  |
|   | 5. Create motion graphics to communicate concepts.  | 5.1 Demonstrate an ability to develop appropriately timed motion graphics to communicate concepts.<br>5.2 Demonstrate an ability to employ a mixture of vector graphics and raster graphics in a final design solution.   |                   |                          |      |  |
|   | <b>Course Outcome 6</b>   | <b>Learning Objectives for Course Outcome 6</b>   |                   |                          |      |  |
|   | 6. Apply appropriate, effective, and professional practices in the classroom studio setting.  | 6.1 Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.<br>6.2 Demonstrate the ability to work within project restrictions and time limitations.<br>6.3 Make effective design presentations, as per instructor specifications, regarding directions and quality. |                   |                          |      |  |
|   |   |   |                   |                          |      |  |
| <b>Evaluation Process and Grading System:</b> | <table border="1"> <thead> <tr> <th>Evaluation Type</th> <th>Evaluation Weight</th> </tr> </thead> <tbody> <tr> <td>Assignments and Projects</td> <td>100%</td> </tr> </tbody> </table> | Evaluation Type   | Evaluation Weight | Assignments and Projects | 100% |  |
| Evaluation Type                               | Evaluation Weight   |   |                   |                          |      |  |
| Assignments and Projects                      | 100%  |   |                   |                          |      |  |
| <b>Date:</b>                                  | August 23, 2022   |   |                   |                          |      |  |
| <b>Addendum:</b>                              | Please refer to the course outline addendum on the Learning Management System for further information.  |   |                   |                          |      |  |