SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

SAULT COLLEGE

COURSE OUTLINE

COURSE TITLE:	MOTION GRAPHICS TWO

CODE NO. :	ADV319	**SEMESTER:**	6

PROGRAM:	GRAPHIC DESIGN
AUTHOR:	JEREMY RAYMENT

DATE:	Sept. 2011	**PREVIOUS OUTLINE DATED:**	Sept.'10
APPROVED:		"B.Punch"	

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                         CHAIR   **DATE**

TOTAL CREDITS:	6 CREDITS
PREREQUISITE(S):	ADV 264, ADV 248
HOURS/WEEK:	3 HOURS IN CLASS PER WEEK

Motion Graphics 2   ADV 319

I.   COURSE DESCRIPTION:
This course will build upon skills learned using a variety of industry standard software applications. Students will be required to identify the distinct advantages of both vector and raster based graphic formats pertaining specifically to animation. Students will also develop an intermediate understanding of animation for the web, and animation for broadcast production using Adobe Flash, Adobe FireWorks, Adobe PhotoShop, Adobe AfterEffects and Adobe Premiere. There will be particular emphasis on using industry standard methods of producing animation.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1.   **Design and produce effective animated design solutions demonstrating advanced level skills using Raster-based software**
     Potential Elements of the Performance:
     - Use advanced layer masking techniques in Adobe Photoshop to create industry standard imagery for animation
     - Demonstrate the ability to select and save detailed image areas using Adobe Photoshop
     - Demonstrate the ability to use advanced layer masking and channel selections to create animations

2.   **Design and produce advanced animated design solutions through the integration of Vector-based software with Raster-based software**
     Potential Elements of the Performance:
     - Create professional level imagery for animation utilizing the vector drawing capabilities of Adobe Illustrator and Adobe Flash
     - Create professional level imagery for animation utilizing the raster image editing capabilities of Adobe Photoshop and Adobe FireWorks
     - Combine both vector and raster imagery to create an animated design solution utilizing the animation capabilities of Adobe Flash

3.   **Develop complex design animated projects using advanced level software techniques in the most efficient software packages**
     Potential Elements of the Performance:
     - Demonstrate the ability to plan and execute a complex animated design solution that objectively utilize the most effective software package

4. **Adapt print imagery for digital animations**
   Potential Elements of the Performance:
   - Develop more advanced skills in the use of Adobe Flash for the production of web and broadcast animations by adapting print-based imagery to digital

5. ***Present and communicate advanced animation techniques to a group of peers***
   Potential Elements of the Performance:
   - Develop presentations that will demonstrate the understanding of a unique animation technique
   - Develop the ability to effectively explain techniques to others

6. **Design and produce effective animated design compositions utilizing broadcast animation and editing software**
   Potential Elements of the Performance:
   - Identify the main differences between using Adobe AfterEffects and Adobe Flash for animation
   - Create a simple animated broadcast composition using Adobe AfterEffects software
   - Utilize the title editor and motion control settings in Adobe Premiere to create typographical animations
   - Assemble and render animations in Adobe Premiere software

III.   TOPICS:

1. **Adobe Flash and FireWorks**
2. **Adobe Illustrator and PhotoShop**
3. **Adobe AfterEffects and Premiere**
4. **Timeline animation techniques (Keyframes, Tweens, Motion Curves)**
5. **Video Editing and Compilation**
6. **Independent software of students choice**

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:
   No textbooks required

V.   EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of final grade
Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "F" (fail) grade for the course.

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI.   SPECIAL NOTES:

DEDUCTIONS – LATES AND FAILS

All assignments must be submitted to a satisfactory level to achieve credit for this course

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 "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 "C" (65%)
If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

Preliminary Studies:
All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.
These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.

Resubmission policy

- Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.

- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.

- the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor

- assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.

- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted

- it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.

- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade

- Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

Attendance:
Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes and inform the instructor of an anticipated absence. Attendance is mandatory for this course to ensure the course requirements and objectives are met. A total absence of 3 classes for the semester will be tolerated. After 3 absences penalties will take effect, an additional 10% will be deducted from the final grade for this course per class missed and %5 deduction for lates.
i.e. 4 classes missed = 10% deduction form final grade
4 classes missed and 1 late = 15% deduction from final grade

Research:
Students should bring their basic art supplies as purchased in their art supply kit to every class. Students will be given advance notice as to additional materials on a per project basis. Students must come to class with the proper materials to work in class weekly.

- Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copy infringement laws. Wherever possible, the student should use real life visual reference rather than relying on existing two-dimensional imagery.

VII.   COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.