## COURSE OUTLINE: GRD305 - MOTION GRAPHICS

Prepared: Terry Hill and David Patterson
Approved: Bob Chapman, Chair, Health

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| **Course Code: Title** | GRD305: MOTION GRAPHICS |
| **Program Number: Name** | 1094: DIGITAL MEDIA |
| **Department:** | GRAPHIC DESIGN |
| **Semesters/Terms:** | 20F |
| **Course Description:** | 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. |
| **Total Credits:** | 3 |
| **Hours/Week:** | 3 |
| **Total Hours:** | 45 |
| **Prerequisites:** | GRD202, GRD203 |
| **Corequisites:** | There are no co-requisites for this course. |
| **Substitutes:** | ADV264 |
| **This course is a pre-requisite for:** | GRD405 |
| **Vocational Learning Outcomes (VLO's) addressed in this course:**<br><br>**Please refer to program web page for a complete listing of program outcomes where applicable.** | **1094 - DIGITAL MEDIA**<br><br>VLO 1   Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.<br>VLO 2   Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.<br>VLO 3   Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.<br>VLO 4   Design, develop and create a variety of media products using relevant, current and/or emerging technologies.<br>VLO 6   Use recognized industry practices throughout the design process and related business tasks.<br>VLO 8   Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.<br>VLO 10  Assess, select and use a variety of digital media technologies when developing design solutions. |

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.

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| 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. |
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| | 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. Maximum grade for a late assignment is C.

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.

A failed assignment must be entirely redone or corrected according to the instructor`s specific instructions and resubmitted within a timeframe specified through immediate discussion with the professor.

Maximum grade for a failed assignment is C.

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.

i.e. 4 classes missed = 10% deduction from final grade
5 classes missed = 20% deduction from final grade

**Course Outcomes and Learning Objectives:**

| Course Outcome 1 | Learning Objectives for Course Outcome 1 |
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| 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 |

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creativity.
1.3 Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research.
1.4 Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
1.5 Demonstrate an ability to include user testing methods asrequired in design process and document the results.

| Course Outcome 2 | Learning Objectives for Course Outcome 2 |
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| 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. |

| Course Outcome 3 | Learning Objectives for Course Outcome 3 |
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| 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. |

| Course Outcome 4 | Learning Objectives for Course Outcome 4 |
|---|---|
| 4. Demonstrate an ability to document all stages of the design process. | 4.1 Demonstrate an ability to cite resources properly according to supplied formats.<br>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. |

| Course Outcome 5 | Learning Objectives for Course Outcome 5 |
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| 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. |

| Course Outcome 6 | Learning Objectives for Course Outcome 6 |
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| 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. |

**Evaluation Process and Grading System:**

| Evaluation Type | Evaluation Weight |
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| Assignments and Projects | 100% |

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| Date: | August 13, 2020 |
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| Addendum: | Please refer to the course outline addendum on the Learning Management System for further information. |

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