# SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

# SAULT STE. MARIE, ONTARIO



## COURSE OUTLINE

**COURSE TITLE:** Motion Graphics 1

**CODE NO. :** ADV 264          **SEMESTER:** 04

**PROGRAM:** Graphic Design

**AUTHOR:** Terry Hill

**DATE:** Dec 12     **PREVIOUS OUTLINE DATED:** Dec 11

**APPROVED:**

"Colin Kirkwood"          Jan./13
_____  _____
              **DEAN**                             **DATE**

**TOTAL CREDITS:** 4

**PREREQUISITE(S):** ADV 236, ADV 213, ADV238

**HOURS/WEEK:** 3

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**I.    COURSE DESCRIPTION:**
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.

**II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

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

1.    Identify design problems, plan and document design solutions
      Potential Elements of the Performance:
      - Use provided documentation structure to document design problem statements
      - Develop a project plan to guide design research and creativity
      - Demonstrate an ability to follow plan to achieve creative solutions, document design process and record sources for design research
      - Demonstrate an ability to defend design solutions by communicating a design rationale for any design project.
      - Demonstrate an ability to include user testing methods as required in design process and document the results.

2.    Application of graphics to animation
      Potential Elements of the Performance:
      - Utilize vector, raster and typographic elements in a production
      - Demonstrate an ability to utilize software to produce an animated project

3.    Develop and implement solutions to design /typographic problems based upon research results
      Potential Elements of the Performance:
      - Demonstrate analytical ability in problem solving re: design parameters and limitations.
      - Render all preliminary studies ( thumbnails, layouts, comprehensives ) and final presentations using appropriate degrees of detail and quality.
      - Demonstrate an ability to use typography effectively in design solutions
      - Demonstrate an ability to use storyboarding skills to plan projects

4.    Demonstrate an ability to document all stages of the design process
      Potential Elements of the Performance:
      - Demonstrate an ability to cite resources properly according to supplied formats.

- Demonstrate the ability to use design research information to direct a creative solution to a design problem
- Demonstrate the use of storyboarding and rendering skills to pitch an idea on a project for approval.

5. Create motion graphics to communicate concepts
   Potential Elements of the Performance:

   demonstrate an ability to develop appropriately timed motion graphics to communicate concepts
   demonstrate an ability to employ a mixture of vector graphics and raster graphics in a final design solution

6. Apply appropriate, effective, and professional practices in the classroom studio setting.
   Potential Elements of the Performance:
   - Demonstrate organizational skills such as scheduling, prioritizing, planning, and time management.
   - Demonstrate the ability to work within project restrictions and time limitations.
   Make effective design presentations, as per instructor specifications regarding directions and quality.

## III. TOPICS:

1. Research and design documentation skills
2. Defining the design problem and establishing SMART objectives
3. Research methods and creative approaches
4. Storyboarding skills
5. Using Flash and other software as appropriate
6. Animation basics
7. Legibility issues with moving type

## IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Students will be required to research using both internet and library sources for this class. Materials to take notes are a must. The mac lab will be available after hours for students to develop design solutions and word process reports.
Students will be required to use layout bond, markers and pens from their portfolio kits to create preliminary studies on projects.

## V.    EVALUATION PROCESS/GRADING SYSTEM:
**Assignments = 100% of final grade**

Final evaluation for this course will be a letter grade as outlined below. Assignments will be weighted equally and will constitute 100% of the student's final grade. 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:

**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

## *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.

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- 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.

**COURSE OUTLINE ADDENDUM:**
The provisions contained in the addendum located on the portal form part of this course outline.