

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Motion Graphics 1

CODE NO. : ADV264

SEMESTER: 04

PROGRAM: Graphic Design

AUTHOR: Terry Hill

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PREVIOUS OUTLINE DATED: Dec 13

APPROVED: "Colin Kirkwood"

Jan/15

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 After Effects 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	<i>Grade Point Equivalent</i>
A+	90 – 100%	
A	80 – 89%	4.00
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:

Assignment submissions

- A project/assignment will be considered "submitted" only if it meets all the requirements specified in the project outline, which is to be made available to students when the project is assigned
- All class assignments/projects will be submitted through a pre-determined LMS dropbox, specific to the project and class in question. All submissions are thereby time-stamped by the school's system clock upon upload

Assignment late policy:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

Late assignments will receive a 10% per day mark deduction from the total mark.

Ex.	Project submitted late on due date:	10% penalty
	Project submitted 1 day after due date:	20% penalty
	Project submitted 2 days after due date:	30% penalty

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.

Resubmission Policy:

Any assignment completed during this course may be submitted for re-evaluation if the student meets the following criteria:

- 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 Lates and Fails section in this outline.
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- 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 longer timeframe available.

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

Tests/Quizzes

- All tests/quizzes will be taken in class at a predetermined time
- There will be no retake opportunities for in class tests and quizzes

Professionalism Grade

Attendance, punctuality and attitude are key determinants of success in any work environment. As such, this course's marking scheme includes a "Professionalism" mark, which takes all these factors into consideration in a combined grade item.

This grade is determined by the following factors:

1. **Attendance:** Class attendance is taken at the beginning of each class. Students are given ONE "free" class absence, after which each class missed will result in a 10% deduction from the Professionalism mark. If the student has a legitimate reason for being absent, they will not be penalized. These include:
 - Out-of-class related work, which has been agreed upon ahead of time with the instructor (such as work placements). Note: this does not include work that is being completed for this or any other class.
 - Illness, which can be legitimately accounted for (such as a medical professional's note).
 - Family/personal crisis, which can be legitimately accounted for.
2. **Lates:** Tardiness will be noted and will affect the final grade. This includes not only late arrivals to class, but also failure to return from designated breaks on time, and leaving class before teaching is complete. Any two of these will be counted as equivalent to one absence (see above). Ex. 2 lates = 10% deduction from Professionalism mark.
3. **Distractions:** If a student's actions distract the class or impede other student's ability to concentrate on the lesson in any way, it will be noted and will negatively affect the offending student's Professionalism mark.
4. **Inattentiveness:** Class time is intended for the student to listen to and/or participate in the lesson and other related class activities. If a student fails to make the effort to participate as such, it will be noted and will negatively affect their Professionalism mark. Examples of inattentiveness include (but are not limited to): Using the class or personal computers, or mobile electronic devices for other-than-class activities (such as social media, games, etc.), and doing

work for other classes.

VII. COURSE OUTLINE ADDENDUM :

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