

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, David Patterson

DATE: Dec 15 **PREVIOUS OUTLINE DATED:** Dec 12

APPROVED: "Colin Kirkwood" Jan 7/14

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:

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. A textbook, which the students are expected to obtain, will accompany the course material.

**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%	
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:

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 from 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.

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.

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

COURSE OUTLINE ADDENDUM

1. Course Outline Amendments:
The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.
2. Retention of Course Outlines:
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.
3. Prior Learning Assessment:
Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

Substitute course information is available in the Registrar's office.

4. Accessibility Services:
If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Accessibility Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.
5. Communication:
The College considers ***Desire2Learn (D2L)*** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of this Learning Management System (LMS) communication tool.
6. Plagiarism:
Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.
7. Tuition Default:
Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *November*, will be removed from placement and clinical activities due to liability issues. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.
8. Student Portal:
The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations, in addition to announcements, news, academic calendar of events, class cancellations, your learning management system (LMS), and much more. Go to <https://my.saultcollege.ca>.

