

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



Sault College

**COURSE OUTLINE**

**COURSE TITLE:** Motion Graphics 1  
(formerly Software research 1)

**CODE NO. :** ADV 264 - 04                      **SEMESTER:** 09W

**PROGRAM:** Graphic Design

**AUTHOR:** Terry Hill

**DATE:** June 2008      **PREVIOUS OUTLINE DATED:** Jan  
2008

**APPROVED:**

	<hr/>	<b>CHAIR</b>	<hr/>	<b>DATE</b>
<b>TOTAL CREDITS:</b>	4 credits			
<b>PREREQUISITE(S):</b>	ADV 213,ADV 236, ADV 238			
<b>HOURS/WEEK:</b>	3 hours class time per week			

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*For additional information, please contact B.Punch, Chair*  
*School of the Natural Environment, Technology and Skilled Trades*  
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## I. COURSE DESCRIPTION:

This course gives participants the opportunity to explore design and production options using the Adobe Creative Suite package of software as well as the Macromedia Studio suite. Topics of study will include creating complex vector graphics, typographic manipulations as well as an introduction to moving graphics and typography leading to broadcast design.

## 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.
  
2. Apply vector graphics to both web and print applications  
Potential Elements of the Performance:
  - Compare and contrast various vector graphics software applications
  - Demonstrate an ability to use vector graphics in conjunction with web authoring and print production software
  
3. Create motion graphics to communicate concepts
  - 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
  
4. Employ multiple software applications within one project  
Potential Elements of the Performance:
  - demonstrate the ability to plan projects and identify the software needed for each component of the project
  - Demonstrate the ability to choose the most appropriate software to complete a task
  - Demonstrate an ability to manage the use and interactivity between multiple software packages to achieve the planned result
  
5. Create motion graphics that employ an advanced appreciation for typographic design  
Potential Elements of the Performance:
  - Apply learned typographic design terminology and skills to layouts and specification sheets
  - Demonstrate an ability to use software to manipulate type accurately .
  - Demonstrate the ability to prepare clean crisp typographic layouts of design concepts.
  
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. Moving typography and issues surrounding legibility and readability
3. Basic principles of animation and moving graphics
4. Project management
5. Creating professional animated presentations
6. Solving moving typographic problems
7. Using appropriate software
8. File formats and software compatibility issues
9. Planning a large scale multifaceted project

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Students will be required to use a variety of tools and supplies based on their individual approach to solving a design problem. Items from the portfolio kit purchased in semester I may be used as well as additional supplies can be purchased from the campus shop or local office supply stores. The student will also be required to purchase one or more (depending on individual student project requirements) memory sticks or ipods or recordable CD's to archive, back up and transport large files as required by their projects.

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Assignments will constitute 100% of the student's final grade in this course. Assignments will be evaluated according to the following, in accordance with college policies:

This course will be evaluated in terms of a letter grade indicating overall performance in this class. All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "F" ( Fail ) grade for the course.

**Assignment Breakdown**

Intro assignment (planning stages)	10% of final grade
Assignment 1	20%
Assignment 2	20%
Assignment 3	20%
Major assignment	30% of final grade

Final grade	/100
deductions (late assignments (-5%/week from final course grade), absents over 3 (-10/class missed))	-%
final grade*	%

see course outline for grade equivalent.

The following semester grades will be assigned to students:

<b>Grade</b>	<b>Definition</b>	<b>Grade Point Equivalent</b>
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:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call Extension 703 so that support services can be arranged for you.

### 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.

### Communication:

The College considers **WebCT/LMS** 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 the **Learning Management System** communication tool.

### 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.

### 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.

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

### **Deductions – Lates and F grades**

#### **Lates:**

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

A late assignment will be penalized by a 5% deduction for each week that its late. The total late penalty Will be deducted from the final grade. Eg. 3 weeks late = 15% deduction from final grade. Maximum grade for a late assignment is “C”

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned an F grade with additional penalties outlines below.

#### **Fail (F) grades**

A failing grade 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 failing grade assignment must be entirely re-done or corrected according to the instructor’s specific instructions and resubmitted within a timeframe specified by the Professor.

A failing grade assignment will be penalized by a 5% deduction from the final grade. Maximum grade for a resubmitted failing grade assignment is “C”

Failed (F grade) assignments not submitted by the specified deadline will be subject to 5% late deductions for each week they are overdue.

#### **Homework**

This is a four credit course delivered in a 3 hour format. A minimum of one hour homework per week can be expected with more time needed on larger assignments.

### **Attendance**

Significant learning takes place within the classroom environment. It is imperative that student attend and be present for each class in its entirety.

A total of three absences will be tolerated during the semester with no penalty. It is the student’s responsibility to catch up on missed work.

Absences in excess of three per semester will be penalized by a 10% deduction from the final grade for each class missed.

Attendance will be taken by the professor at the start of each class and at the midpoint of each class. Students leaving class early will be considered absent for one half class. Students arriving to class after the opening lecture given at the start of each class will also be considered absent for half of a class.

### **Resubmission policy.**

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

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

d) 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.

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

f) 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.

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

h) 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.

## **VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit Form from the program coordinator (for course-specific courses), or the course coordinator (for general education courses), or the program's academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

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