ANGM 6307-001 Design in Motion

Eric Farrar
Term: Spring 2025
Meeting Time: W 1:00pm – 3:45pm
Room: ATC 3.713

Contact Info

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Office Hours: By appointment

Course Description:
Students will explore the theoretical and practical aspects of motion as a tool for effective communication design. Topics will include graphic design including typography, composition, hierarchy, legibility, content, and message while addressing issues of using animation to enhance meaning. Design research methods as they may be applied to motion design will be examined and explored.

Course Structure:
Class sessions will consist of lectures, demonstrations, and class discussions focusing on assignments. The class format will take on a variety of styles as the subject dictates, and examples will be presented for discussion in lectures, videos and demonstrations. Attendance is required and you are expected to be participating and working in every class. You are encouraged to collaborate in solving difficult technical and conceptual problems that may be a part of each project.

There will be a number of reading assignments to accompany the project-based work. Classes will comprise a combination of student-led discussion and professor input based on the assigned readings. You will be randomly assigned at least one discussion session during the semester which you co-lead with one of your peers. Reading materials will be made available on the class Teams channel 1 or 2 weeks ahead of the scheduled discussion session.

For some of the project assignments, you will be required to work in groups and will be expected to complete much of the work outside of the class. Your group project grades will be determined by the project's quality as well as the input from your peers, assessing your contributions to the team.

Course Objectives:
Through the successful completion of this course, you will:

- Establish an understanding of the principles of motion graphics and how movement can enhance the meaning of a communicated message.
- Establish an understanding of the principles of animation and how timing can give meaning to motion.
- Understand how design research fits into the design process and how to effectively present research results.
- Express ideas and participate in discussions concerning crucial matters related to motion design.

Textbooks:
No textbook is required. Note taking materials (notebook, sketchbook, pens, pencils, etc.) Regular reading assignments will be posted on MS Teams.

The following books are recommended, but not required:
Motion Graphic Design: Applied History and Aesthetics by Jon Krasner, ISBN 978-0-240-80989-2
Design for Motion: Fundamentals and Techniques of Motion Design, by Austin Shaw, ISBN 978-1138318656

Course Materials:
Assignments and all other electronic documents related to the course will be posted at regular periods on the MS Teams channel for this class. You should check regularly for updates to assignments and homework exercise files. The eLearning website will be used for posting of grades only. All student assignments, including homework, should be turned in to the class dropbox at Box.com which will be provided for you after the first class. All work should be regularly backed up to box.com. There is no excuse for not having work-in-progress files available for you to work with in every class.

Student Materials:
Pen/Pencil
Notebook/Sketchbook
Headphones or earbuds with 1/8th in stereo plug
Always backup your project files on your Box.com account. You must have access to your project files for every class.

Grading Policy:
You must demonstrate satisfactory achievement of course objectives through fulfillment of course assignments and by contributing to class discussions and critiques. Course assignments may require you to use software and equipment available at the ATEC computer labs. Course evaluation will be based upon the following:

Points Required for Grade:

A	93 - 100
A-	90 - 92
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	77 - 79
C	73 - 76
C-	70 - 72
D+	67 - 69
D	63 - 66
D-	60 - 62
F	Below 60 is failing

Assignment Point Values:

- Participation/Discussions: 20 points (10 pts for leading, 10 pts for participating)
- Project 1: Defining Meaning, 15 points
- Project 2: Opposites Interact, 15 points
- Project 3: TBD, 20 points
- Project 4: TBD, 30 points
- Total: 100 points

Extra Credit –

You can earn extra credit points (up to 5pts) that will be applied to your final score at the end of the semester by presenting or assisting at any special presentation or group meeting in the MoGraph Lab (TBC) or at the Motion Design Meetup sessions happening this semester (scheduled for the 1st Thurs of each month, 7:00-9pm). There are plenty of options for helping out, just ask if you have a question about a specific activity or if you have an idea for a presentation or workshop. You can earn 1 pt for each event assisting, 2 pts for presentations.

Class Attendance: All students are required to be on time and in attendance for each and every class. Two (2) absences are allowed as personal or sick leave. After 2 absences your final grade will be lowered 10% for each additional absence.

Punctuality: It is important to attend class on time. Persistent and reoccurring tardiness is disrespectful to the instructor and to your peers. Arriving to class more than 15 minutes late twice will be counted as one (1) absence. Every additional late arrival will result in one (1) absence.

Late Assignments: Adherence to deadlines is expected. It is your individual responsibility to keep track of the goals and deadlines and to present the work to the class and instructor on the specified dates. Late assignments will have one letter grade deducted *for each day late*. No late turn-ins will be accepted for the Final Project. You will be expected to make a formal presentation of your progress on dates specified by the course timeline.

Class Participation and Classroom Citizenship:

- Cell phones must be powered off during formal class hours.
- Do not talk when others (the instructor, guests, and fellow students) are talking.
- You will use the computers for personal reasons (e.g, check personal email, surf web) sparingly and only during breaks.
- Participate in critique sessions and class discussions. You can learn a great deal from critique on other students' work as well on yours.

Class Participation
Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Class Recordings
Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Training Materials

I may provide access to some video tutorial materials that have been available for other classes. This class is not intended to train in a particular animation style, technique or software tool. However, you may have a need for some training materials to help get through a particular technical hurdle. Some of these materials may be downloaded during the course, however, they are for registered students' use only. Classroom materials should not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students.

Please go to Academic Support Resources webpage for these policies.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to UT Dallas Syllabus Policies webpage for these policies.

These descriptions and timelines are subject to change at the discretion of the instructor.

Class Schedule and Due Dates

This schedule is subject to change. Please refer to eLearning and in–class announcements for the latest schedule and due dates.

Week 1 (Jan. 22) Introductions; Syllabus; Type in motion

- Project 1 – Defining Meaning: Single Word

Week 2 (Jan. 29): Defining design; intro to animation

- Reading/discussion #1
- Work through project 1 & 2 concepts, storyboards, flipbooks

Week 3 (Feb. 5): Designing with time; animation principles

- Reading/discussion #2
- **Project 1 – Defining Meaning: Single Word – presentation/critique**
- Project 2 – Opposites Interact: Opposing Meanings

Week 4 (Feb. 12): Design research; animation principles cont.

- Reading/discussion #3
- **Project 2 – Opposites Interact: Opposing Meanings – presentation/critique**

Week 5 (Feb. 19): animation principles cont.

- Reading/discussion #4
- **Project 1 & 2 – Revision passes – presentation/critique**
- Project 3 – TBD

Week 6 (Feb. 26): Projection mapping; Observation design

- Reading/discussion #5
- Projection mapping workshop

Week 7 (Mar. 5): Observational research; Presenting research

- Reading/discussion #6
- Work in class, project 3

Week 8 (Mar. 12): Critique Session

- **Project 3 – TBD**

Week 9 (Mar. 19): SPRING BREAK – NO CLASS

Week 10 (Mar. 26): Motion for way finding

- Reading/discussion #7 - TBD
- Project 4 - TBD

Week 11 (Apr. 2): Research

Week 12 (Apr. 9): Design/Build – Teams present plans

Week 13 (Apr. 16): Test & Collect Data

Week 14 (Apr. 23): Preliminary testing

Week 15 (Apr. 30): Preliminary critique

Week 16 (May. 7): Critique Presentation Session

- **Final Project – Teams Present Final Projects**

These descriptions and timelines are subject to change