ATEC 3315   Motion Graphics

Eric Farrar
Term: Spring 2016
Meeting Time: Th 10:00am – 12:45pm
Room: ATC 3.601

Contact Info
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Office Hours: By appointment

Course Description:
This course is an introduction to the concepts, tools and techniques used in motion graphic design. You will work with image, text, audio, and movement to create dynamic communication pieces. Projects will be completed using Adobe Photoshop and Adobe After Effects.

Course Requirements:
You must have completed the ATEC 2382 course.

Course Structure:
Class sessions will consist of lectures, demonstrations, critiques, 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 each and every class. You are encouraged to collaborate in solving difficult technical and conceptual problems that are a part of each project.

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.
- Learn and practice **software-independent** animation skills
- Develop a new set of vocabulary of terms and concepts related to the creation and manipulation of computer graphics
- Continue to develop the ability to offer informed and constructive, technical and aesthetic critiques of the work of your peers and of yourself
- Develop a practical understanding of the specific computers and software used in the course

Textbooks:
Required:
   In lieu of a regular textbook, you will be required to subscribe to the online video tutorial service, Lynda.com, for the first 2 months of the semester. Total cost for the 2-month subscription will be approximately $50.00. Homework assignments and quizzes will be based in part on material from the online video tutorials.

The following book is recommended, but not required:
   Motion Graphic Design: Applied History and Aesthetics by Jon Krasner, ISBN 978-0-240-80989-2

Course Materials:
Assignments and all other electronic documents related to the course will be posted at regular periods on UTDallas' storage service located at **Box.com**. You should check regularly for updates to assignments and homework exercise files. The eLearning website will be used for special class announcements and posting of grades only. All student assignments, including homework, should be placed in the class dropbox at Box.com.

Student Materials:
Pen/Pencil
Notebook/Sketchbook
Archive materials (cd, dvd, flash drive, etc..)
Headphones or earbuds with 1/8th inch stereo plug

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 will 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   94 - 100
A- 90 - 93
B+ 88 - 89
B   84 - 87
B- 80 - 83
C+ 78 - 79
C   74 - 77
C- 70 - 73
D+ 68 - 69
D   64 - 67
D- 60 - 63
F   Below 60 is failing

Assignment Point Values:

- Homework Assignments: 8 @ 2 pts each (16 points total)
- Quizzes: 3 @ 4 points each (12 points total)
- Project 1: 10 points
- Projects 2 - 3: 15 points each (30 points total)
- Research Presentation: 12 points
- Final Project: 20 points
- Total: 100 points

Homework Assignments: Homework assignments will be assigned for most classes, as shown in the Class Schedule on pages 7-9. Most assignments will consist of watching video tutorials from the Lynda.com web site and completing example projects. Assignments will be due the class immediately following the one in which they are assigned and all necessary file submitted to the class drop box.

Make-up Quizzes: Makeup quizzes are available only to students who have a legitimate excuse for missing a quiz, such as illness, scheduled job interview out of town, athletic team event out of town, death in the immediate family, etc. If you know in advance that you must miss a quiz, give a written notice to the instructor in advance, and bring documentation to support your anticipated absence. If you miss a quiz unexpectedly because of last minute illness or accident, submit a note to the instructor when you return to campus (or as e-mail attachment if you will be away for some time) with documentation of your situation.

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 for this abbreviated semester. You will receive one letter grade reduction for three (3) absences. Students who accumulate four (4) absences or more should withdrawal from the course due to four (4) absences resulting in a failing grade ("F ") for the course.

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. You may leave early with instructor's permission; however, such occurrences should be very infrequent.

Late Assignments: Adherence to deadlines is expected. It is the 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 not use the computers for personal reasons (e.g, check personal email, surf web) during class time.
- Participate in critique sessions and class discussions. You can learn a great deal from critique on other students' work as well on yours.

While the instructor or a guest is lecturing or demonstrating, you should be listening to the lecture or observing the demonstration, *and taking notes*. Not paying attention to lectures or demonstrations will affect your grade directly or indirectly.

Student Conduct and Discipline:
The University of Texas System (Regents' Rule 50101) and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UT Dallas online catalogs (http://catalog.utdallas.edu).

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Student Discipline and Conduct, UTDSP5003 (http://policy.utdallas.edu/utdsp5003). Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SSB 4.400, 972-883-6391) and online at http://www.utdallas.edu/deanofstudents.

A student at the University neither loses their rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating its standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Copyright Violations:
It is a federal crime to reproduce copyrighted software. Anyone caught reproducing software from the UTD labs will be subject to disciplinary action. In addition, anyone caught reproducing outside software in the lab will automatically lose all lab privileges and will be subject to other disciplinary action as deemed necessary. It is the policy of the University of Texas at Dallas to adhere to the requirements of the United States Copyright Law of 1976, as amended, (*Title 17, United States Code*), including ensuring that the restrictions that apply to the reproduction of software are adhered to and that the bounds of copying permissible under the fair use doctrine are not exceeded. Copying, displaying, reproducing, or distributing copyrighted material may infringe upon the copyright owner's rights. Unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to appropriate disciplinary action as well as civil and criminal penalties. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. For more information about the fair use exemption, seehttp://copyright.lib.utexas.edu/copypol2.html. As a UT Dallas student, you are required to follow UT Dallas' copyright policy (UTDPP1043 at http://policy.utdallas.edu/utdpp1043) and the UT System's policy athttp://www.utsystem.edu/ogc/intellectualproperty/copyrighthome.htm.

Email Use:
The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. All official student email correspondence will be sent only to a student's UT Dallas email address and UT Dallas will only consider email requests originating from an official UT Dallas student email account. This allows the University to maintain a high degree of confidence in the identity of each individual's corresponding via email and the security of the transmitted information. The University of Texas at Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources provides a method for students to have their UT Dallas mail forwarded to other email accounts. To activate a student UT Dallas computer account and forward email to another account, go to http://netid.utdallas.edu.

Withdrawal from Class:
The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Wed. Jan. 27th	**Last day to drop class without a "W"**
Mon. Mar. 28th	**Last day to withdraw from class with an Automatic "W"**

Student Grievance Procedures:
Procedures for student grievances are found in university policy UTDSP5005 (http://policy.utdallas.edu/utdsp5005). In attempting to resolve any student grievance regarding disputes over grades, application of degree plan, graduation/degree program requirements, and thesis/and dissertation committee, adviser actions and/or decisions, evaluations, and/or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originated.

Incomplete Grades:
As per university policy, incomplete grades may be given, at the discretion of the instructor of record for a course, when a student has completed at least 70% of the required course material but cannot complete all requirements by the end of the semester. An incomplete course grade (grade of 'I') must be resolved completed within the time period specified by the instructor, not to exceed eight (8) weeks from the first day of the subsequent long semester. Upon completion of the required work, the symbol 'I' may be converted into a letter grade (A through F). If the grade of Incomplete is not removed by the end of the specified period, it will automatically be changed to F.

Disability Services:
It is the policy and practice of The University of Texas at Dallas to make reasonable disability-related accommodations and/or services for students with documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required (see http://www.utdallas.edu/studentaccess). If you are eligible to receive disability-related accommodations and/or services and to ensure accommodations will be in place when the academic semester begins, students are encouraged to submit documentation four to six weeks in advance. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student AccessAbility for a confidential discussion.

The Office of Student AccessAbility provides:

1. Academic accommodations for eligible students with a documented permanent physical, mental or sensory disability

2. Facilitation of non-academic and environmental accommodations and services
3. Resources and referral information, and advocacy support as necessary and appropriate.

OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at 972-883-2098, or by email at studentaccess@utdallas.edu.

Religious Holy Days:
The University of Texas at Dallas will excuse a student from class or other required activities, including examinations and travel time for the observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, of the *Texas Tax Code*.

Students are encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment.

Excused students will be allowed to take missed exams or complete assignments within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the President of UT Dallas or from the President's designee. The chief executive officer or designee must take into account the legislative intent of *Texas Education Code 51.911(b)*, and the student and instructor will abide by the decision of the chief executive officer or designee.

Off Campus Instruction and Course Activities:
Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.

Resources to Help You Succeed
The Office of Student Success operates the Student Success Center (SSC, http://www.utdallas.edu/studentsuccess), which offers assistance to students in the areas of writing, mathematics, communication, multiple science fields, reading, study skills, and other academic disciplines. These services are available through individual and small group appointments, workshops, short courses, and a variety of online and instructional technologies. All students enrolled at UT Dallas are eligible for these services.

The **Math Lab** gives short-term and semester long support for a variety of introductory and advanced mathematics courses. Students may drop in to visit with a math tutor on a regular basis. Comet card is required.

The **Writing Center** offers a collaborative learning environment for one-to-one and small group assistance with general and advanced writing assignments and overall writing skills. Scheduling an appointment is strongly recommended, but walk in appointments are possible if a tutor is available.

The **Peer Tutoring** program offers free tutoring assistance in multiple locations for many of the historically challenging undergraduate subjects at UT Dallas. Tutoring sessions, offered every weekday on a drop-in basis, are one-on-one or in a small group format. The sessions are designed to meet students' individual questions and needs related to course/subject concepts. All peer tutors are current UT Dallas students who made an A- or better in the course and have a strong faculty/staff recommendation. Students should check the Student Success Center website each semester for subject offerings and session times.

The **Peer-Led Team Learning (PLTL)** program provides an active, engaged learning experience for students who meet in small groups once a week with a Peer Leader who helps guide them through

potentially difficult gateway course. Students that attend sessions regularly typically earn a half to a whole letter grade higher than students that do not participate in the PLTL program.

Supplemental Instruction (SI) provides free, peer-facilitated weekly study sessions for students taking historically difficult courses. SI sessions encourage active, collaborative learning based on critical thinking and transferable study skills. SI leaders attend lectures, take notes, and read assigned material just like the enrolled students. Students should check the SSC website for subject and session times.

The **Communication Lab (CommLab)** offers one-on-one and group consultations where you will gain practical feedback for improving oral and group presentations.

Success Coaches are available for individual student appointments to discuss study skills, time management, note taking, test taking and preparation, and other success strategies.

The Student Success Center's main office is located in the McDermott Library Building and can be contacted by calling 972-883-6707 or by sending an email to ssc@utdallas.edu

Wk	DATE	PROJECT/CLASS CONTENT
1	Jan. 14	Introductions; Syllabus; Completing Homework Assignments Elements of Design Principles of Design Design principle examples; Pinterest account Hans Richter, Oscar Fischinger Assign Project 1 – Principles of Design in Motion
2	Jan. 21	**Project 1 Part 1 Due:** Still Images, Storyboards **HW 01 Due** Principles of Motion Design
3	Jan. 28	**Project 1 – Principles of Design in Motion Due** Critique Session **HW 02 Due** Assign Project 2 – Type in Motion
4	Feb. 4	**Project 2 Storyboards Due** **Quiz 1** **HW 03 Due** Typographic Design Visual Hierarchy
5	Feb. 11	**Project 2 – Type in Motion Preliminary Presentation** **HW 04 Due** Project 2 – WIP
6	Feb. 18	After Effects Animation Tutorial **Quiz 2** **HW 05 Due** Project 2 – WIP

7	Feb. 25	**Project 2 – Type in Motion Due** Critique Session Assign: Project 3 – Music Interaction Assign: Quiz 3
8	Mar. 3	**Quiz 3 Due** **HW 06 Due** Assign Biographical Research Project for in-class presentations Visual Music Oscar Fischinger, Norman McLaren
9	Mar. 10	**HW 07 Due** Principles of Music/Animation Interaction Project 3 – WIP
10	Mar. 17	SPRING BREAK – No Class
11	Mar. 24	**Project 3 – Music Interaction Due** Critique Session **HW 08 Due** Assign: Final Project
12	Mar. 31	In-Class Presentations
13	Apr. 7	In-Class Presentations
14	Apr. 14	In-Class Presentations
15	Apr. 28	In-Class Presentations
16	Thurs. May 5 11am	**Final Project Due**

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

Homework Assignment Specifics
When completing the homework assignments on Lynda.com you should work through all of the video tutorials listed under each of chapters listed below. Then you should render out a Quicktime movie for the specific exercises indicated below to be turned in as shown in blue text. There will usually be at least 2 videos to render and turn in for each homework assignment, but you are not required to render out a video for every single tutorial that you watch.

HW 01: Lynda.com
    After Effects CS5 Essential Training
      1. Introduction
      2. Introductory Project
      3. Getting Started with AE
      4. Learning to Animate
      19. Rendering and Compression
        - turn in a Quicktime video (rendered using H.264 codec) of the Exploring California project from Chapter 4
    Introduction to Graphic Design
      1. Core Concepts

HW 02: Lynda.com
    After Effects CS5 Essential Training
      15. Intermediate Animation
        - turn in from "Easing keyframes" Exploring California
        - turn in from "About the graph editor" the red bouncing ball
      20. Integration

    After Effects: Principles of Motion Graphics
      1. Exploring the Process
      2. Finding Inspiration
      4. Timing for Animation

HW 03: Lynda.com
    After Effects CS4 Beyond the Basics
      9. Advanced Animation
        - turn in "Adjusting value in the graph editor"
      10. Principles of Animation
        - turn in "Creating anticipation"
      15. Playing with Time
        - turn in "Creating a 'suspended time' effect"

    After Effects: Principles of Motion Graphics
      3. Exploring Typography
      5. Animating Type

HW 04: Lynda.com
    After Effects CS5 Essential Training
      5. Precomposing and Nesting Comps
        - turn in from "Understanding precomposing", either the California Biker Girl OR the Knight
      10. Becoming More Efficient
      11. Painting
      17. Parenting and Expressions
        - turn in from "Modifying simple expressions", bike wheels

HW 05: Lynda.com
        After Effects Apprentice 06: Type and Music
           1. Creating Type
           2. Animating Type
                - turn in "Randomizing order"
        After Effects CS4 Beyond the Basics
           16. Intermediate Expressions
                - turn in "Creating randomness with the wiggle expression"

HW 06: Lynda.com
        After Effects CS5 Essential Training
           7. Working with Video
                - turn in "Working with image sequences"
           8. Color-Correcting Footage
                - turn in "Using adjustment layers"
           16. Stabilizing and Tracking Motion
                - turn in "Tracking the motion footage"
           18. Working with Audio
                - turn in "Timing to audio"
        After Effects Apprentice 06: Type and Music
           7. The Wiggly Selector (and more)
           8. Working with Audio

HW 07:   Lynda.com
         After Effects CS5 Essential Training
            6. The Power of Effects
         After Effects CS3 Effects
            See the last page of this document for a full description of this assignment

         After Effects Principles of Motion Graphics
            6. Exploring Colors
            7. Using Textures to Add Depth

HW 08:   Lynda.com
         After Effects CS5 Essential Training
            12. Working with Masks & Shape Layers
            13. Working in 3D
                - turn in "Using depth of field"
         After Effects CS4 Beyond the Basics
            7. Making Particles
            13. Advanced 3D
                - turn in "Creating a virtual set"

Homework Assignment 7:

- Watch the following individual video lessons from the
  After Effects CS3: Effects course on Lynda.com
    - Chapter 1 – Introduction
        - All 4 video lessons
    - Chapter 4 – Blur & Sharpen Effects
        - "About Blur & Sharpen effects" lesson
    - Chapter 7 – Distort Effects
        - "About Distort effects" lesson
    - Chapter 9 – Generate Effects
        - "About Generate effects" lesson
    - Chapter 15 – Simulation Effects
        - "About Simulation effects" lesson
    - One Chapter of your choosing
        - "About 'chapter name' effects" lesson

- For each of the chapters above (excluding ch. 1) select **two** additional video lessons to watch. For example: in chapter 4 you might select to view "Directional Blur effect" and "Smart Blur effect" and in chapter 7, "Mirror effect" and "Ripple effect", etc.
- For each additional video lesson that you watch create and save an example After Effects file that demonstrates the effect in use. You may use the Lynda.com exercise files included on the server for your demonstration file if you want, or you can create your own example file.
- Save each example file, naming it with your lastName_ and some other descriptive name indicating which effect is being shown. For example: farrar_directionalBlur.aep
- Collect all files for each example…File→Dependencies→Collect Files. This will place all necessary files for each example into a single folder.
- Place all 10 example projects in a single folder (lastName_homework7) and copy to the drop box by the due date.