

ATEC 3315-001

Motion Graphics I

Adam Chandler
Term: Fall 2016
Meeting Time: Tues 10:00am – 12:45pm
Room: ATC 2.914

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 Pre-requisites, Co-requisites, and/or Other Restrictions:

ATEC 2382 – Computer Imaging I

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.

Student Learning Objectives/Outcomes:

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

Required Textbooks & Materials:

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 books are recommended, but not required:

Motion Graphic Design: Applied History and Aesthetics by Jon Krasner, ISBN 978-0-240-80989-2

Pen/Pencil

Lined Notepad and writing utensil

Portable Computer Storage Device – example: flash drive, external hard drive

Headphones or earbuds with 1/8th inch stereo plug

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.

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%	C	74% – 77%
A-	90% – 93%	C-	70% – 73%
B+	88% – 89%	D+	68% – 69%
B	84% – 87%	D	64% – 67%
B-	80% – 83%	D-	60% – 63%

Assignment Point Values:

- HW Assignments: 8 @ 2 pts each (16 pts total)
- Quizzes: 2 @ 5 pts each (10 pts total)
- Project 1 (10 pts total)
- Project 2 (15 pts total)
- Project 3 (10 pts total)
- Project 4 (15 pts total)
- Final Project (24 points total)

Total: 100 points

Homework Assignments:

Homework assignments will be assigned for most classes, as shown in the Class Schedule. 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:

This course heavily depends on in-class demonstration and lectures. Students who fail to attend class regularly are inviting scholastic difficulty. If a student has more than three absences **for any reason** (excused, unexcused, etc.) a full letter grade will be dropped from their final grade. Additional absences (beyond 4) will result in a full letter reduction each. Regular and punctual class attendance is expected therefore tardiness will be counted as an absence.

Late Assignments:

Adherence to deadlines is expected, and late assignments are not accepted. It is therefore 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.

Class Participation and Classroom Citizenship:

- Cell phones must be powered off during 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.

Projects will be graded on:

- (1) Artistry and Aesthetic
- (2) Completeness of Assignment Goals and Guidelines
- (3) Innovation and Improvement

University Policies and Procedures may be reviewed at:

<http://provost.utdallas.edu/syllabus-policies/>

These descriptions and time lines are subject to change at the discretion of the Instructor.

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Wk	DATE	PROJECT/CLASS CONTENT
1	Aug. 23	Class Introduction Syllabus Review Completing Homework Assignments Elements of Design Principles of Design Design principle examples; Pinterest account Hans Richter, Oscar Fischinger Assigned - Project 1 Storyboards – Principles of Design in Motion
2	Aug. 30	Due - Project 1 Storyboards Due: Still Images, Storyboards Due – HW 01 Principles of Motion Design Assigned – Project 1 Final – Principles of Design in Motion
3	Sep. 6	Due - Project 1 Final – Principles of Design in Motion Due – HW 02 Critique Session Assigned - Project 2 Storyboards– Type in Motion
4	Sep. 13	Due – Project 2 Storyboards Due – HW 03 Quiz 1 Typographic Design Visual Hierarchy Assigned – Project 2 Preliminary Presentation Assigned – HW 04

5	Sep. 20	<p>Due – HW 04</p> <p>Studio - Project 2 – WIP</p> <p>Assigned – HW 05</p>
6	Sep. 27	<p>Due – Project 2 Final – Type in Motion</p> <p>Studio - Project 2 – WIP</p> <p>Assigned – Project 3 – Music & Image: Forced Marriage</p>
7	Oct. 4	<p>Due – HW 05</p> <p>After Effects Animation Tutorial</p> <p>Quiz 2</p> <p>CRITIQUE</p> <p>Assigned - Project 4 – Music Interaction</p> <p>Assigned – HW 05</p>
8	Oct. 11	<p>Due – Project 3 – Music & Image: Forced Marriage</p> <p>Due – HW 06</p> <p>Assign Biographical Research Project for in-class presentations</p> <p>Visual Music</p> <p>Oscar Fischinger, Norman McLaren</p> <p>Assigned – HW 07</p>
9	Oct. 18	<p>Due – HW 07</p> <p>Principles of Music/Animation Interaction</p> <p>Studio – Project 3 WIP</p> <p>Assigned – Final Project – Form Teams</p> <p>Assigned – HW 08</p>
10	Oct. 25	<p>Due – HW 08</p> <p>Project 4 WIP</p>

11	Nov. 1	Due – Project 4 – Music Interactions CRITIQUE
12	Nov. 8	Final Project - WIP
13	Nov. 15	Final Project - WIP
14	Nov. 22	NO CLASS – Fall Break!
15	Nov. 29	Final Project - WIP
16	Dec. 6	Due - Final Project

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
- After Effects Apprentice 06: Type and Music
7. The Wiggly Selector (and more)
 8. Working with Audio
 - turn in “Timing to 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 Details:

- 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, you will create and render a Quicktime movie to be turned in. 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_, the chapter number and some other descriptive name indicating which effect is being shown. For example: farrar_ch4_directionalBlur.aep
- Post all 10 Quicktime movies into a single folder (lastName_homework7) in the appropriate box.com folder by the due date.