

MOTIONGRAPHICS GD 157

FALL 2017

6:00-8:45 PM
MON. & WED.

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Office is located in Conley Art building room 225
Office hours: Tuesdays 10:00am-1:00pm or by appointment.

CLASS WEBSITE <http://laurahuisinga-design.com/GD157>
Check frequently for resources, updated schedules, due dates, and project descriptions.

COURSE DESCRIPTION Understand and implement animation principles for time based media. Application of software to create visually integrated, concept driven motion graphics and interactive web animations. Emphasis on research, including usability research, and production of advanced time based media projects.

Prerequisites for the course: GD 150 (concurrent) or instructor permission.

COURSE MATERIALS There are no required course materials to purchase. Required readings and lynda.com videos will be provided in class. Students are expected to conduct their own research on time-based media technologies using the library and online resources. We will use Adobe After Effects, and Illustrator to create motiongraphics and text editors like sublime to code web animations. Software will be available on school computers.

COURSE SUMMARY Students will learn the 12 animation principles and how to apply them to time based media. Application of design principles and typography to time based media. Use Adobe After Effects to create concept driven motiongraphics like title sequences and kinetic typography motiongraphics. Students will also explore CSS web animation building off the HTML & CSS knowledge from GD 50 and GD 150.

COURSE POLICIES

COURSE GOALS After the course students will be able to:

- Integrate and apply the principles/elements of graphic design to motiongraphics.
- Understand how to use After Effects to achieve desired animation effects.
- Have a working knowledge of animation principles and be able to effectively combine them with typography to create strong kinetic type.
- Be able to analyze, breakdown and discuss other motion graphics.
- Use diverse approaches and tools to solve problems.

LEARNING OUTCOMES GD1. To analyze, comprehend and evaluate the principles, theories and applications of graphic design as they apply to designing for the web.

GD2. To demonstrate the capacity and ability to be a critical, creative visual thinker and to synthesize and apply processes, skills in the evaluation and application of design.

GD4. Demonstrate basic knowledge of technological developments and application in graphic design for the web.

DAILY ASSIGNMENTS & CRITIQUES There will be in class demos and exercises that count toward your participation grade. Actively engaging in critiques is expected and will also count toward your grade.

REMEMBER!

It is better to show up to critique with unfinished work than to skip if you are unprepared.

ATTENDANCE Attendance is required. You are excused for two absences per semester. Absences that exceed this number will result in a lower final grade. Additional excused absences may be considered in extenuating circumstances. Please discuss with me before missing class. Addition unexcused absences will result in a drop of a letter grade. You are expected to stay for the duration of the class, Missing 20 or more minutes of class will be considered Late, and 40 minutes an absence. Five Late Penalties will be considered an absence. If you plan to miss class, please contact your instructor for your assignment before the absence. If you miss due to unexpected reasons, it is your responsibility to get your assignment from a classmate so that you are prepared for the following class.

GRADES Grades will be based on the completion of the assignments, the execution of the design objectives, and the documentation in electronic process notebooks. Your grad for each project is based on the project description requirements as well as the syllabus. Please be sure to address any questions with the requirements with your instructor right away. A= 90%-100%, B= 80%-89%, C= 70%-79%, D= 60%-69% F= Below 60%

COURSE POLICIES

ASSIGNMENT WEIGHTS Weekly assignments/codepen = 10%
Class attendance & participation (*including assigned presentations*) = 20%
Projects = 70%

Project 1: **Narration and Storyboarding Exercise**
10% of project grade

Project 2: **Kinesthetic Type Motiongraphic Project**
15% of project grade

Project 3: **Title Sequence Project**
20% of project grade

Project 4: **Usability Testing for Web Animation**
5% of project grade

Project 5: **Web Animation**
20% of project grade

COURSE POLICIES & SAFETY ISSUES Refer to the class website <http://laurahuisinga-design.com/GD157> or google classroom for updated and accurate due dates.

LATE WORK POLICY Assignments are due at the beginning of class, turning an assignment in during the middle of class will be considered late work. Late work will be docked 20% and must be turned in within 5 days. Occasionally extenuating circumstances may change this policy; please contact me if you think there will be an issue with a due date.
Technical issues (computer dying, hard drive crash, lost jump drive etc.) will not be accepted as a reason for late work. **Always have a plan B. Your work should be backed up in at least one other location. Dropbox, Box or Google Drive are excellent places to store and backup work.**

ADDING AND DROPPING CLASSES Students are responsible for understanding the policies and procedures about the adding/dropping of classes, academic renewals, etc. Students can find more information on adding and dropping at <http://www.fresnostate.edu/studentaffairs/classschedule/registration/add-drop.html>.

UNIVERSITY POLICIES & SERVICES

STUDENTS WITH DISABILITIES: Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).

HONOR CODE "Members of the Fresno State academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities."

You should: (1) understand or seek clarification about expectations for academic integrity in this course (including no cheating, plagiarism and inappropriate collaboration) (2) neither give nor receive unauthorized aid on examinations or other course work that is used by the instructor as the basis of grading. (3) take responsibility to monitor academic dishonesty in any form and to report it to the instructor or other appropriate official for action.

CHEATING AND PLAGIARISM Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Typically, such acts occur in relation to examinations. However, it is the intent of this definition that the term 'cheating' not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the material (i.e., their intellectual property) so used as one's own work. Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations).

COMPUTERS "At California State University, Fresno, computers and communications links to remote resources are recognized as being integral to the education and research experience. Every student is required to have his/her own computer or have other personal access to a workstation (including a modem and a printer) with all the recommended software. The minimum and recommended standards for the workstations and software, which may vary by academic major, are updated periodically and are available from Information Technology Services (<http://www.fresnostate.edu/technology>) or the University Bookstore (<http://www.kennelbookstore.com>). In the curriculum and class assignments, students are presumed to have 24-hour access to a computer workstation and the necessary communication links to the University's information resources."

SUBJECT TO CHANGE *This syllabus/schedule are subject to change in the event of extenuating circumstances.*

UNIVERSITY POLICIES & SERVICES

DISRUPTIVE CLASSROOM BEHAVIOR

"The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class."

COPYRIGHT POLICY

Copyright laws and fair use policies protect the rights of those who have produced the material. The copy in this course has been provided for private study, scholarship, or research. Other uses may require permission from the copyright holder. The user of this work is responsible for adhering to copyright law of the U.S. (Title 17, U.S. Code). To help you familiarize yourself with copyright and fair use policies, the University encourages you to visit its Copyright Web Page <https://library.fresnostate.edu/info/copyright-policy> Blackboard course web sites contain material protected by copyrights held by the instructor, other individuals or institutions. Such material is used for educational purposes in accord with copyright law and/or with permission given by the owners of the original material. You may download one copy of the materials on any single computer for non-commercial, personal, or educational purposes only, provided that you (1) do not modify it, (2) use it only for the duration of this course, and (3) include both this notice and any copyright notice originally included with the material. Beyond this use, no material from the course web site may be copied, reproduced, re-published, uploaded, posted, transmitted, or distributed in any way without the permission of the original copyright holder. The instructor assumes no responsibility for individuals who improperly use copyrighted material placed on the web site.

TUTORING

For free tutoring on campus, contact the Learning Center (<http://fresnostate.edu/studentaffairs/lrc>) in the Collection Level (basement level) of the Henry Madden Library. You can reach them by phone at 559.278.3052.

Our campus has developed SupportNet (<http://fresnostate.edu/studentaffairs/lrc/supportnet>) to connect students with specific campus resources promoting academic success. Students may be referred to it if you believe they need the services provided by SupportNet to succeed in your course.

STUDENT HANDBOOK

Information on student rights, responsibilities, academic honesty, etc., can be found on the Fresno State Student Handbook web page. The web page is located at: <http://www.fresnostate.edu/studentaffairs/division/general/studenthandbook/>.

COURSE SCHEDULE

TENTATIVE COURSE CALENDAR

For an up to date, course calendar of daily activities, homework, resources, due dates and presentations see our class web site <http://laurahuisinga-design.com/GD157>. Check the website frequently as updated resources will be added periodically.

Week 1: **Introduction to Motiongraphics and web animations**

Week 2: **Animation Principles, application in motiongraphics vs web animation, and getting comfortable with After Effects**

Week 3: **Getting comfortable with Web animation** (*@keyframe, css animation, transition, transformation properties*) *Exercise: bouncing ball code pen, interface animations on codepen.io*

Week 4: **Narration and Storyboarding for motiongraphics and web animations**

Week 5: **Typography for motiongraphics and web animations.**

Week 6: **Kinesthetic type for motiongraphics and web animations.** *Assign Kinesthetic Type Motiongraphic project.*

Week 7: **Kinesthetic Type Motiongraphic** *in class work time and desk critiques*

Week 8: **Kinesthetic Type Motiongraphic final critique.** *Introduce title sequence project.*

Week 9: **Title sequence project in class work time.**

Week 10: **Title sequence Project in class work time.**

Week 11: **Title sequence Project Critique.** *Introduce Web Animation project.*

Week 12: **Usability testing for Web Animation project**

Week 13: **Web Animation project in class work time.**

Week 14: **Web Animation project in class work time.**

Week 15: **Web Animation project in class work time and Critique.**

Week 16: **Finals week**