COURSE SYLLABUS

Course Title:	Motion Design	**Date submitted:**	Spring 2014 (AAC: 14-23)
Department:	Art		
Curriculum:	Graphic Design		

Course Descriptors:
Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.

Course Code: (eg. ACC 101)	GRA*273	
Course Type:	Z	**Prerequisites:**
A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/Clinical/Lab Z: Combined Lecture/Studio		C- or better in Visual Communications (GRA*200)
Elective Type:	FA/G/LAS	
AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science		
Credit Hours:	3	**Corequisites:**
Developmental: (yes/no)	No	
Lecture:	2	
Clinical:	0	
Lab:	0	None
Contact Hours: Studio	2	
Other:	0	
TOTAL:	4	**Other Requirements:**
Class Maximum	20	None
Semesters Offered:	F/Sp	

Ability-Based Education (ABE) Statement:
At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.

Catalog Course Description:
An introduction to the concepts and techniques in the creation and production of motion design animation using Adobe Flash. The course will cover the kinds of motion design, concept and story board and computer generation of motion design sequences.

Topical Outline:
List course content in outline format.

1. Overview of the motion design field

2. Kinds of motion design
   A. Flip books
   B. 2D traditional cell ("Disney")
   C. 2D computer
   D. 3D computer
   E. Stop action

3. The motion design team

4. Motion design concepts
    A. Narrative
    B. Characters
    C. Background
    D. Movement
    E. Transformation
    F. Sequencing
    G. Continuity
    H. Keyframe
    I. In-betweens

5. Pre-production
    A. Concept
    B. Script
    C. Format
    D. Visuals
    E. Characters
    F. Scenes/background
    G. Storyboard
    H. Planning and production timeline
    I. Budget and resource consideration

6. Motion design/production techniques
    A. Traditional/computer
    B. Cells
    C. Keyframes
    D. In-betweens
    E. Transitions
    F. Camera movements
    G. Motion paths
    H. Pencil/motion test
    I. Image rendering
    J. Score/exposure sheet
    K. Eases – acceleration/deceleration/kinematics
    L. Establishing a reading/information hierarchy (from last semester)
        1. Type Contrast, Groupings, Alignments, Proximity
        2. Color, value and reverse text
        3. Overlapping, layered text
        4. Shape to emphasize and organize
    M. Motion Graphics Techniques
        1. Sequencing – linear/simultaneous
        2. Timing
            a. Duration/rhythm/pace
        3. Scale and color changes
        4. Construct/deconstruct
        5. Transitions
            a. Fade/wipes/dissolves

6. Movement
    a. Scroll/crawl/roll
7. Reorder
8. View through
9. Transparency
10. Blur/focus
11. Rotate
12. Flash-pulse
13. Transform
14. Distort
15. Windows and mask
16. Layering
17. Other

7. Adobe Flash
    A. Flash intro and overview
    B. Flash interface
    C. Working with graphics
        1. Drawing tools and settings
        2. Merge drawing vs. object drawing vs. primitive shapes
        3. Creating simple graphics
        4. Modifying simple graphics
        5. Graphics on a single layer
        6. Graphics on multiple layers
    D. Working with color
        1. Acquiring color palettes
        2. Applying and modifying color
    E. Working with layers and layout
        1. Adding, deleting, moving layers
        2. Grids and guides
        3. Adding and using scenes
    F. Working with frames
    G. Working with symbols
        1. Creating symbols
        2. Symbol library
    H. Working with text
    I. Basic Flash animation techniques
        1. Frame-by-frame animation
        2. Motion tweened animation
        3. Shape tweened animation
    J. Adding sound (basic)
    K. Importing graphics
        1. Raster images
        2. Vector graphics
    L. Creating animated graphics
    M. Creating movie clips
    N. Basic ActionScript
        1. Frame actions (basic)
    O. Managing Flash document

    1. Movie explorer
    2. History
    3. Script navigator
  P. Publishing Flash documents
    1. Formats
    2. Publishing options
  Q. Printing Flash documents

8. Post production
  A. Editing
  B. Distribution and output options
    1. film
    2. file
    3. web
    4. video
    5. CD/DVD

9. Portfolio presentation

NOTE: Projects listed to address particular topics are suggestions, not mandated.

Outcomes:
Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.

Upon successful completion of this course, the student will be able to do the following:
COURSE:

Through a series of lectures, demonstrations, and projects, students will learn and apply the concepts of design and creation of motion graphics design. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a concept, and successfully design and produce a motion design project using 2D animation software — specifically Adobe Flash, that incorporates:

1. Flow chart and storyboard
2. Images and backgrounds
3. Sound and animation
4. Technical skills necessary to produce in required format

In this effort, students will:
1. Acquire knowledge of the creative uses of motion graphics design through analysis and critique of existing motion graphics, and the creation of original motion graphics designs.
2. Acquire skills in the use of the tools and techniques available in a motion graphics software program — Adobe Flash, so as to be able to and create original, visually engaging motion graphics designs from concept, through storyboard, to design and production.
3. Communicate visual concepts through the appropriate choice and application of composition, type styles, images, sound, backgrounds, and movement.
4. Understand and apply the technical requirements of motion graphics design —- file sizes/file formats/image resolution and optimization/color limitations/browser compatibility/etc.
5. Learn the working relationship between members of a motion graphics design team through discussion and review of project examples and identifying the contributions made by the members of a motion graphics design & production team.
6. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

7. Effectively communicate an understanding of design concepts, processes, and techniques, using the "language" of design.
8. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*

Depending upon level of successful completion of coursework within the program, students will - at the intermediate level:

VISUAL LITERACY AND CREATIVE EXPRESSION
2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING
5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, page composition, interface design, sound, motion, and interactivity.
6. Effectively communicate an understanding of design concepts, processes, and techniques using the "language" of design.

MEDIA AND TECHNICAL SKILLS
8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.
9. Acquire skills in the use of interactive media, and 2d animation software programs so as to be able to design and execute motion graphics, animation, and interactive designs.

PROFESSIONAL PRACTICE
10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and adhering to professional ethical standards.
11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation.
12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

GENERAL EDUCATION: *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

1. **Aesthetic Dimensions -** Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

    Demonstrates: Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.

    Does Not Demonstrate: Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.

Evaluation: List how the above outcomes will be assessed.	**Assessment will be based on the following criteria:** A student's creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through: 1. Studio classwork 2. Projects 3. Individual and group critiques/discussions 4. Portfolio review of work completed during the semester 5. Option of quizzes/exams/papers/reports/presentations as determined by the instructor
Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.	Required: Graphic Design studio 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software. 2. Instructor workstation with permanently attached color projection system 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current verions) 5. Letter and tabloid size black & white, and color Postscript laser printers 6. Large format color Postscript inkjet printers 7. Permanently mounted 35mm slide projector 8. 35mm slide scanner 9. Paper cutters and light tables Desired:
Textbook(s)	To be determined