

ART 3465

Motion Design

What is the class schedule?

Monday and Wednesday 11:00 am - 1:45 pm in Kimball Visual Arts building room 210B

Who is the instructor?

Micah Bauer | micahbauer@weber.edu | Mobile 801.318.1091 [7am - 10pm] | Office 801.626.6544

Office KVA 320 | Office hours Mon & Wed 10 am – 11 am and Tues 1 pm – 2 pm

What are the course prerequisites?

- ART 3430 Typography/Publication Design
- ART 3435 Experimental Typography
- ART 3440 Graphic Design

What's this course about?

This course is an introduction to Motion Design (in relation to Graphic Design) and will cover the history and aesthetics of motion design, ways to think in time and space, techniques and methods for planning motion sequences, ways to think about and design with typography in motion, and the use of motion-specific industry-standard software and tools (Apple Motion, Adobe Flash, Adobe After Effects). This course aims to: provide historic and current perspectives regarding motion graphics and design; introduce students to categories, styles, terminology and vocabulary used in motion graphics and design; introduce students to basic techniques, methods and concepts used in motion design; work with typography and image in terms of motion; reinforce graphic design tenets and practices, and show how they extend to motion design.

What type of work will I be doing?

Your primary focus in this class will be doing several motion projects. If they are done well these projects will become part of your portfolio. We will be spending some time in class learning the basics of After Effects. You will also do a number of in-class assignments (exercises) to test and improve your motion skills and to help you become more proficient with After Effects. You will do one presentation on your research of a motion designer or motion design studio and a presentation of a motion design tip, trick, or technique. There will also be required reading from the text and from other materials.

Will there be homework?

Yes, you can expect six to eight hours of outside work a week for this class. Motion design takes much more time than any other design discipline. As a professional I would estimate eight hours of work for every minute of motion design I needed to do, that did not include creating the artwork, developing the content and planning the animation. It was eight hours of pure mechanical assembly of a project by a person who was completely familiar with the software.

This is a lab class and time will be available in class to do projects but whatever you don't finish during class you will need to complete on your own time. There will also be assignments, readings and a research presentation that will need to be done on your own time.

What materials will I need?

- Textbook: [Design for Motion](#) by Austin Shaw
- Thumbdrive or Box Account (5gb or larger)
- Pencil or Pen (Any kind)
- Sketchbook (To do thumbnails and other sketches on projects)
- A [Vimeo](#) account (It's free)

Where can I learn more?

Books

- [Motion Design](#) by Matt Woolman
- [The History of Motion Graphics](#) by Michael Betancourt
- [Transforming Type: New Directions in Kinetic Typography](#) by Barbara Brownie
- [Thinking with Type](#) by Ellen Lupton

Websites

- designinmotion.tumblr.com
- motionographer.com
- motionspire.com
- artofthetitle.com
- titledesignproject.com

Rules & Policies

What is the class attendance policy?

I expect you to be in class.

Since we will be discussing important concepts and working on projects during class sessions, attendance and participation is necessary if you wish to do well in this class. If you must miss a class session due to illness or personal emergency, contact me as soon as possible. You will still be responsible for all material covered in class. Contact someone from class or look on Canvas in order to catch up on any missed material or assignments.

Each absence after the first two (2) will result in a half grade reduction of your overall course grade. Six absences automatically result in no credit for class. If you have extenuating circumstances that

will cause you to miss class or several classes (IE: severe or chronic illness, a family emergency, etc.) let me know so we can work out accommodations.

What do I do if I miss class?

If you must miss a class session you are responsible for all material covered in class. Be sure to contact someone in class and look on Canvas in order to get notes on any material you missed during class discussion, or project introductions.

Can I turn in late work?

There are four types of work in this class: *Exercises, Projects, Readings* and *Presentations*. Each can be turned in within a week of the due-date for a 20% grade reduction. After that they cannot be submitted.

In-class exercises cannot be made up.

Projects must be turned in in-person to receive full credit. If you aren't in class the day a *project* is due it will receive a 20% grade reduction.

Can I resubmit assignments and projects for a better grade?

You may resubmit any *exercise, project or reading* as long as you were in class and turned it in the day it was due. Presentations cannot be redone.

If you are going to resubmit a presentation you must also meet with me to talk about the project before you resubmit it so we can discuss what parts need reworking.

All resubmissions are due by the last day of finals. Resubmitting doesn't guarantee a better grade (though I won't give you a worse grade).

Is there extra credit?

There may be some extra credit available for attending university art shows, visiting artist talks, and film screenings. I will announce events that are eligible for extra credit in class.

What is the grading scale?

A	100% to 94.0%	An A grade: Shows a mastery of material. Work far exceeds expectations in concept, execution and presentation. Frequently participates in class. Does not miss class.
A-	< 94.0% to 90.0%	
B+	< 90.0% to 87.0%	

B	< 87.0% to 84.0%	A B grade: Shows understanding of material. Work exceeds expectations in concept, execution or presentation. Regularly participates in class.
B-	< 84.0% to 80.0%	
C+	< 80.0% to 77.0%	
C	< 77.0% to 74.0%	A C grade: Shows acceptable level of understanding of material. Work meets expectations in concept, execution or presentation. Sometimes participates in class.
C-	< 74.0% to 70.0%	
D+	< 70.0% to 67.0%	
D	< 67.0% to 64.0%	A D grade: Doesn't show understanding of material. Work doesn't meet expectations in concept, execution or presentation. Infrequently participates in class. Misses class frequently.
D-	< 64.0% to 61.0%	
F	< 61.0% to 0.0%	An F grade: Shows a lack of understanding of material. Work is incomplete or unacceptable in concept, execution and presentation. Does not participate in class. Misses more than the allowable number of classes.

Cell Phone Policy

Use of cell phones or other devices during class is potentially distracting, especially during critique or discussions. Please don't use them during class. I know our class is long and I will do my best to make sure we get a break each class period. You can check your phone during that time. If there is an emergency and you absolutely must text or call someone, please go out of the classroom so that you don't disturb class.

Social Media

I make it a habit of not following current students on social media. I have not control over whether you follow me on certain social media platforms but I will not accept Facebook or LinkedIn requests from current students. Once you have graduated feel free send a request if you want to.

Academic Dishonesty

Cheating and plagiarism violate the Student Code. Plagiarism is "the unacknowledged (uncited) use of any other person's or group's ideas or work." Students found guilty of cheating or plagiarism are subject to failure of a specific assignment, or, in more serious cases, failure of the entire course.

Core Beliefs

Students are to determine, before the last day to drop courses without penalty, when course requirements conflict with a student's core beliefs. If there is such a conflict, the student should consider dropping the class. A student who finds this solution impracticable may request a

resolution from the instructor. This policy does not oblige the instructor to grant the request, except in those cases when a denial would be arbitrary and capricious or illegal. This request must be made to the instructor in writing and the student must deliver a copy of the request to the office of the department head. The student's request must articulate the burden the requirement would place on the student's beliefs.

Disability Accommodation

When students seek accommodation in a regularly scheduled course, they have the responsibility to make such requests at the Center for Students with Disabilities before the beginning of the quarter [semester] in which the accommodation is being requested. When a student fails to make such arrangements, interim accommodations can be made by the instructor, pending the determination of the request for a permanent accommodation.

Emergency Closure

If for any reason the university is forced to close for an extended period of time, we will conduct our class via Canvas. Look for announcements on Canvas or in your e-mail.

Inclusivity Statement

Pivotal to Weber State University's mission is the need to embrace and value the diversity of its members. Acknowledging the uniqueness of each individual, we seek to cultivate an environment that encourages freedom of expression. Because the University is a community where inquiry is nurtured and theories are tested, every individual has the right to feel safe to express ideas that differ from those held by other members of the community. However, all persons who aspire to be part of our campus community must accept the responsibility to demonstrate civility and respect for the dignity of others. Recognizing that the proper balance between freedom of expression and respect for others is not always apparent or easy to achieve, we must continually challenge ourselves and each other in an atmosphere of mutual concern, good will and respect. Therefore, expressions or actions that disparage an individual's or group's ethnicity, gender, religion, sexual orientation, marital status, age or disability are contrary to the mission of Weber State University.

Will this syllabus change?

This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students. Changes to the syllabus will be made with advance notice.