

**TYPOGRAPHY  
IN  
MOTION**

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FALL  
2016  
DEPAUL  
UNIVERSITY

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**DMA 495**  
**Section 701**  
**DePaul University**  
**College of Computing and Digital Media**  
**Fall 2016**  
**Credits: 4**

**Instructor: Kyle Green**  
**kyle.andrew.green@gmail.com**  
**Tuesday 5:45pm–9pm**  
**210, 14 E. Jackson**

**Office Hours**  
**Tuesday 9pm–10:30pm**

**Final Exam**  
November **22**

**Last day to drop**  
September **20** — **No tuition penalty**  
October **25** — **With tuition penalty**

### Description

This course will introduce students to the fundamental principles of typography within motion design. Assignments will apply concepts of the sequential organization of typography as both form and expression, over time.

### Goals

- Apply formal design principles and methods to motion typography.
- Analyze how motion can enhance a typographic narrative.
- Understand the history of motion design.
- Study the basic principles of motion and gain a better understanding of the tools that motion designers use.

### Objectives

- Development of a title sequence for a film on Swiss Graphic Design.
- Translate the work of an artist into a promotional motion piece for an exhibition.
- Construct a motion system for an awards ceremony.

## **Methods**

Classes will usually begin with discussions on homework, lectures relating to assignments, and critiques of work. Most classes will consist of in-class workshops that will help students better understand the principles of motion as well as the software programs they will be using. These workshops will also tie into the larger assignments that students will be working on outside of class. One or more visiting designers may come and speak with the class and sit in on critiques. Each student will be required to keep a digital process folder for the entirety of the class that will be turned in at the end of the semester. The process folder should document the student's entire design process for each class assignment. Students should keep everything they worked on, including sketches.

### **Group Critiques**

Group critiques will be used as a way of generating dialogue on the aesthetic and conceptual subject matter being explored. Every student should consider how they can constructively help their classmates move their ideas forward.

Is the message getting across?

What is the voice and tone of the design?

Is the typography used in a thoughtful and meaningful way?

Group critiques will usually take place when a project is in its final stage and may take up an entire class period.

### **Desk Critiques**

Desk critiques will be used for individual meetings and to review progress on assignments. These one-on-one critiques are an opportunity to discuss issues of concept, form, and any technical or craft questions students may have. The duration of each desk critique will vary depending on the schedule for that day.

## **Materials and Software**

Sketchbook, laptop,  
external hard drive,  
Adobe Creative Suite

For tutorials check  
Lynda.com

## **General Note on Technology**

**Rendering projects out from After Effects can take a long time. Please make sure progress is fully rendered out before each class and before every critique. If students do not have their projects rendered before a critique, the class will not be able to critique their projects.**

**Make sure to save documents regularly while working as well as saving daily versions.**

## **Attendance**

**Attendance and active participation are crucial to this class. Students are expected to attend every class prepared, on time, and ready to work. More than two absences will have a severe impact on a student's progress and grade. Two unexcused absences will result in a failing grade. Please notify me in advance of an absence to make arrangements to complete missed work.**

## **Grading**

- **20% attendance**
- **20% class participation in critiques, in-class workshops, discussions, and graduate reading assignments**
- **20% Assignment 1**
- **20% Assignment 2**
- **20% Assignment 3**

**Students will be required to turn final files in during listed due dates; however students can continue refining their projects with input from critiques and submit new files on the last day of class. Grades for that assignment will be updated based on the new submission.**

## **Changes To Syllabus**

**This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under announcements in d2l and sent via email.**

## **Online Course Evaluations**

**Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in campusconnect.**

## **Academic Integrity And Plagiarism**

**This course will be subject to the university's academic integrity policy. More information can be found at**

<http://academicintegrity.depaul.edu/>

**If you have any questions be sure to consult with your professor.**

## **Academic Policies**

**All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the university academic calendar. Information on enrollment, withdrawal, grading and incompletes can be found at:**

<Http://www.cdm.depaul.edu/Current%20Students/Pages/policiesandprocedures.aspx>

## **Withdrawal**

**Students who withdraw from the course do so by using the Campus Connection system <http://campusconnect.depaul.edu>. Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.**

## **Retroactive Withdrawal**

**This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.**

**College office appeals for CDM students must be submitted online via MyCDM. The deadlines for submitting appeals are as follows:**

- **Autumn Quarter: Last day of the last final exam of the subsequent winter quarter**
- **Winter Quarter: Last day of the last final exam of the subsequent spring quarter**
- **Spring Quarter: Last day of the last final exam of the subsequent autumn quarter**
- **Summer Terms: Last day of the last final exam of the subsequent autumn quarter**

## **Excused Absence**

**In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at <http://studentaffairs.depaul.edu/dos/forms.html>. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.**

## **Students With Disabilities**

**Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.**

**To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu).**

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296

## Incomplete

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.

All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval.

If approved, students are required to complete all remaining course requirements independently in consultation with the instructor by the deadline indicated on the incomplete request form.

By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.

An incomplete grade does NOT grant the student permission to attend the same course in a future quarter.

### Schedule

September 13

- **Introductions**
- **Go over Syllabus**
- **Lecture — What is Motion Design**
- **Workshop — Frame Translation**
- **Homework — Assignment 1 — storyboards, pick music**
- **Graduate reading — *Design in Motion*, Ben Radatz**

September 20

- **Lecture — Film Titles**
- **Workshop — Intro to AfterEffects: animate a provided Wolfgang Wiengart composition**
- **Go over Assignment 1 storyboard — small group critique**
- **Graduate reading — *Cut! Reproduction and Recombination*, Hito Steyerl**

September 27

- **Desk critique — Assignment 1 first draft**
- **In-class work session**

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October 4

- **Full class critique of Assignment 1**
- **Intro to Assignment 2**
- **Homework**— Research and create a five to ten minute presentation highlighting some of the chosen artist work and methodologies. Begin storyboards.
- **Graduate reading**— *The Computer as a Mode of Mediation*, Alexander R. Galloway

October 11

- **Assignment 2**— Presentations of Research
- **Workshop**— Collective Alphabet

October 18

- **Desk critique of progress**— Assignment 2
- **Graduate reading**— *Media Design* (page selection to follow) from *Software Takes Command*, Lev Manovich

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October 25

- **Full class critique**— Assignment 2
- **Intro to Assignment 3**

November 1

- **Desk critiques**— Assignment 3
- **Workshop**— Countdown Bumper
- **Graduate reading**— *The Work of Art in the Age of Mechanical Reproduction*, Walter Benjamin

November 8

- **Small group critiques**— Assignment 3
- **In-class work session**

November 15

- **Group progress critique**— Assignment 3

November 22

- **Workshop**— Motion reel
- **Turn in all files**

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