

WINTER 2017 SEC 501
DEPAUL UNIVERSITY LOOP CAMPUS
14 E. JACKSON ROOM 210

ANI 260: MOTION GRAPHICS

MONDAY AND WEDNESDAY 10:10 – 11:40

OFFICE HOURS: 12:30– 3:30pm, Mondays CDM Room 478

PROFESSOR

Chris Kalis

CONTACT

chris.kalis@depaul.edu

Office 478, 4th Floor CDM

COURSE DESCRIPTION

This course will introduce students to effective communication using motion graphics, including its application in the areas of film titles, broadcast and commercial design, interactive media, and gaming. The combination of music, visuals and typography will be explored following the basic theories of kinetic composition and aesthetics. Students will study the history of the field, including the work of pioneers such as Norman McLaren, Saul Bass and Len Lye.

COURSE OBJECTIVES / LEARNING GOALS

Students should have a solid knowledge of the following subjects by the end of this course students should be able to:

- **Apply the principles of animation to computer aided motion graphic design.**
- **Understand how to use music and the moving image for communication.**
- **Create meaning through moving text, sound, and abstracted moving graphics.**
- **Understand the creative and pitching process for commercial motion design jobs.**
- **Recognize motion graphics pioneers and their context in today's industry.**

TEXTBOOK (AVAILABLE AT BOOKSTORE OR AMAZON.COM)

Motion Graphic Design: Applied History and Aesthetics (3rd Edition)

Jon Krasner. Focal Press. 2013.

RECOMMENDED READING

Design For Motion: Fundamentals and Techniques for Motion Design

Austin Shaw. Focal Press. 2016.

After Effects Apprentice (4th Edition) Trish and Chris Meyer. Focal Press. 2016

Creating Motion Graphics with After Effects: Essential and Advanced Techniques by Trish and Chris Meyer. Focal Press, 2010.

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GRADE BREAKDOWN

10pts Attendance / D2L Responses

10pts Project 1: Countdown

10pts Project 2: Logos in Motion

10pts Project 3: Illusion of Life

20pts Project 4: Animated Poster

40pts Final Project: Title Sequence Process

GRADING SCALE

A 100-93 EXCELLENT WORK

A- 92-90

B+ 89-97

B 86-83 ABOVE SATISFACTORY

B- 82-80

C+ 79-77

C 76-73 SATISFACTORY/GOOD

C- 72-70

D+ 69-67

D 66-63 UNSATISFACTORY

D- 62-60

F 61-0 SUBSTANTIALLY UNSATISFACTORY

This class is project-based and work-intensive.

90% of your grade will be based on projects.

All assignments and grades will be listed on our Course Online site:

<https://d2l.depaul.edu>

All projects will be submitted for in-progress critiques. You will submit these through Vimeo so you need to register for an account. Final versions of projects need to be turned in as QuickTime movie files to D2L and uploaded to Vimeo.

The class Vimeo page can be found at: **<https://vimeo.com/groups/432169>**

You can learn more about AfterEffects and other Adobe software at:

<http://tv.adobe.com/product/after-effects/>

<https://helpx.adobe.com/after-effects/topics-cs6.html>

MATERIALS

This class will involve a large amount of video editing and compositing.

Never trust that your work is safe on a lab computer! You need to develop safe work habits, so losing work will not be accepted as an excuse in this class. Therefore, you are required to purchase:

- A 2 or 4 GB (or larger) flash drive
- A portable external hard drive

PROJECT NAMING CONVENTIONS

Class_LastName_FirstName_ProjectName

Example: **ANI260_KalisChris_Project1.mov**

Failure to follow this format will result in an automatic 1 point deduction on the project

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WEEK 1 / JAN 2, 4

TOPICS COVERED

M: Introduction & Syllabus
History of Motion Graphics pt 1

W: Principles of Animation pt 1
Animation Curves in After Effects

ASSIGNMENT

D2L discussion post #1 (due 1/4)
Project 1 Countdown

Countdown Thumbnails
Project 2 Logos in Motion

READING

Chapter 1: *A Brief History of Motion Graphics* & **Chapter 2:** *Motion Graphics in Film and Television*

AFTER EFFECTS TRAINING

2. [Understanding Composition](#)
3. [Building Compositions with Layers](#)

WEEK 2 / JAN 9, 11

TOPICS COVERED

M: History of Motion Graphics pt 2

W: Principles of Animation pt 2
Animation Curves in After Effects

ASSIGNMENT

Project 1 Due
Project 2 Logos in Motion WIP

D2L discussion post #2 (due 1/16)
Project 2 Logos in Motion due
Project 3 Illusion of Life

READING

Chapter 3: *Motion Graphics in Interactive*

AFTER EFFECTS TRAINING

4. [Creating Animation](#)
5. [Using Effects](#)

WEEK 3 / JAN 16 (NO CLASS) / 18

TOPICS COVERED

M: *University is closed in observance of [Martin Luther King Jr. Day](#)*

W: Principles of Animation pt 3
Animation Curves in After Effects

ASSIGNMENT

No Class Meeting

Project 3 Illusion of Life WIP

READING

Chapter 5: *Motion Literacy: Choreographing Movement*

AFTER EFFECTS TRAINING

6. [Jumping into 3D](#)
7. [Exporting and Rendering](#)

WEEK 4 / JAN 23, 25

TOPICS COVERED

M: History of Motion Graphics pt 3

W: Principles of Animation pt 4
Animation Curves in After Effects

ASSIGNMENT

Project 3 Illusion of Life due

Project 5 Animated Poster

READING

Chapter 6: *Images, Live Action, and Type*

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WEEK 5 / JAN 30, FEB 1

TOPICS COVERED

M: History of Motion Graphics pt 4

W: Conceptualization / Animation Processes

ASSIGNMENT

Static Artwork Due

Project 5 Storyboards Due

READING

Chapter 7: The Pictorial Composition &
Chapter 8: The Sequential Composition

WEEK 6 / FEB 6, 8

TOPICS COVERED

M: Cinematic Conventions /
Typographic Principles

W: Visual Music and Motion Design

ASSIGNMENT

Project 5 Animated Poster:
Animatic Due

Project 5 Animated Poster:
Rough Cut Due

READING

Chapter 9: Conceptualization &
Chapter 10: Animation Processes

WEEK 7 / FEB 13, 15

TOPICS COVERED

M: Visual Music and Motion Design

W: Design Boards and Style Frames

ASSIGNMENT

Project 5 Animated Poster:
Final Cut Due

Final Project: Title Sequence Process

WEEK 8 / FEB 20, 22

TOPICS COVERED

M: Design Boards and Style Frames

W: Motion Tests, Sound, Animatics

ASSIGNMENT

Critique: Style Frames

Critique: Design Boards

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WEEK 9 / FEB 27, MAR 1

TOPICS COVERED

M: Motion Tests, Sound, Animatics

W: Motion Graphics Production

ASSIGNMENT

Final Project Title Sequence Process WIP

Network / Studio Pitches **Group A**

WEEK 10 / MAR 6, 8

TOPICS COVERED

M: Motion Graphics Production

W: Motion Graphics Production

ASSIGNMENT

Final Project Title Sequence Process

Network / Studio Pitches **Group B**

Critique: Title Sequence Process

Rough Cut Motion Test with Sound

WEEK 11 / MAR 15

FINALS WEEK

ASSIGNMENT

Final Project Title Sequence Process

Deliver: Final Cut Motion Test with Sound

Due: March 15th, 11:59pm on D2L

No Class Meeting

EVALUATION OF PROJECTS:

THOUGHT / RESEARCH: This is the intellectual or conceptual component of a project. You might equate it with ‘art direction’ or ‘strategy’.

STRUCTURE / FORM / RHYTHM / TIME:

Your use of the basic ‘elements and principles of design as we say. How well you’ve managed to communicate the previous component. Sometimes we call these two aspects of our work: form and content.

CRAFT / DETAIL: Ability to follow project parameters and instructions. Attention to detail. Desire to have a clean edge, uniformity, clarity, and detail.

PROCESS / EFFORT / PROFESSIONALISM:

This is where we collect some aspects of our work that are perhaps a bit more intangible. Both ‘effort’ and ‘professionalism’ fall into this category. Your ability to show up to class on time, participate meaningfully in critiques, attempt things that seem beyond your reach, etc.

COURSE POLICIES

ATTITUDE

A professional and academic attitude is expected throughout this course. Measurable examples of non- academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another’s opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

CIVIL DISCOURSE

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student’s ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

CELL PHONES/ON CALL

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

LATE PAPERS/PROJECTS

Late papers and projects are not accepted. If there is an emergency, proper documentation is required before the deadline.

ATTENDANCE

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. Three absences for any reason, whether excused or not, may constitute failure for the course.

COURSE POLICIES

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 on D2L and sent via email.

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: cdm.depaul.edu/enrollment.

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 can complete the evaluation online in CampusConnect or alternatively, the instructor may select to provide in-class time for students to complete the evaluations.

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.
Lewis Center 1420, 25 East Jackson Blvd.
Phone number: (312)362-8002 | Fax: (312)362-6544 | TTY: (773)325-7296