

DePaul University

College of Computing & Digital Media
School of Design, Graphic Design

Syllabus

GD231: Type in Motion

*Always check D2L for the latest version of syllabus.
Syllabus may be readjusted throughout the quarter.
Syllabus last edited **March 26, 2023**.*

Course Info

Spring 2023

Section 901

Course Dates: 03/27/2023 – 06/05/2023

Monday 5:45-9:00pm, 14 E Jackson 206

Final Exam Date: Monday, June 05 from 5:45-9:00pm*

We will not have a final exam, instead there will be a final assignment/project to hand in during finals week. We will use this day for our final critique.

Instructor: Kyle Green

Email: kyle.andrew.green@gmail.com or kgreen41@depaul.edu

Zoom Office Hours: Tuesdays, 8pm-9:30pm (All meetings must be scheduled at least 24 hours in advance.)

Important University Dates

March 25 – Begin Spring 2023 Classes

March 31 – Last day to add classes

April 10 – Last day to drop classes with no penalty

April 10 – Last day to select pass/fail option

May 12 – Last day to withdraw from AQ 2021 Classes

June 16 – Grades Due

Course Overview

Course Description

Students explore different ways of transforming static form to moving, dynamic, and dimensional form. Using both storytelling and abstraction, students will create typography sequences with intention, humor, and emotion. Students will work with appropriate software to create innovative and informative typographic design.

Course Goals and learning Outcomes

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

Course Objectives

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.

The following will be complete in this course

- Development of a looping .gif
- An animation that interprets a quote in a responsive and dynamic way
- A proposal for a large-scale video installation

Basic Materials & Supplies

- **Laptop, or Desktop;** recommended MacBook Pro or Windows laptop capable of running Adobe CC Software
- **Sketch Book (at least 8.5”x11”);** or blank computer paper
- **Drawing and sketching materials, pens or pencils**
- **External hard drive/flash drive;** or your preferred back-up method
- **Software:** After Effects, Indesign, Illustrator, Photoshop, and Zoom (See “Software” section for more info)

Software & Tech

Zoom

It is possible that we will be required to hold classes on Zoom. If this happens I will notify you prior to class. We will also use Zoom for office hours.

While holding Zoom classes:

- You are required to use your camera for Zoom sessions.
- [Virtual backgrounds](#) are a great way to enable video while maintaining privacy. If you are using a virtual background, please select something appropriate to a class setting.
- Muting your microphone when you are not speaking will help minimize sound feedback.
- Feel free to use the chat window to ask questions or leave comments.

Access to Zoom: Please note that students *don't* need Zoom accounts in order to join Zoom meetings. If students would like Pro accounts to host meetings of their own, they can follow these steps.

- Go to depaul.zoom.us and sign in with your Campus Connect credentials.
- Visit zoom.us/download to download the Zoom Client for Meetings. You can also download the mobile and desktop apps from this site.
- When using the Zoom app, log in using your Username@depaul.edu email address and existing Campus Connect password. Choose the “Sign in with SSO” option and specify the “depaul.zoom.us” domain, if prompted.

Additional Zoom Resources:

[Getting Started with Zoom](#)

[DePaul Zoom FAQ](#)

Adobe Creative Cloud

Access Adobe CC: [Click Here for Instructions](#)

DePaul provides students free access to Adobe Creative Cloud for their home computers (access will be limited to the duration of the term). You will need to use your **@depaul.edu** email address to get access to the Creative Cloud at home option. You will be redirected to a Campus Connect login screen — use your Campus Connect credentials to log in.

LinkedIn Learning

LinkedIn Learning, free with your DePaul student emails, offers a wealth of extensive tutorials on software. I will be available to answer specific software questions, but please keep in mind that the objective of this course is not to learn Adobe software. If you find yourself stuck or would just like to hone your Adobe CC skills, then take advantage of your free LinkedIn Learning accounts!

[Accessing your DePaul LinkedIn Learning Account](#)

IT Support

For any tech support questions, SoD faculty and students may contact the following email. Staff will handle your questions or direct you to the appropriate person/department.

- **Email:** scaavsupport@depaul.edu.
- Hours: Monday- Friday 8:30AM - 8:30PM; Saturday 10AM - 6PM; Sunday 12PM - 6PM
- Knowledge base: Additionally, you can find answers to commonly asked questions and issues here: <https://depaul.service-now.com/sp?id=index>

Meetings & Attendance

Class Meetings: *Mondays, 5:45-9:00pm*

We will meet in our classroom, 14 E Jackson 206

Most classes will begin with lectures and discussions, followed by break-out sessions for small group or individual meetings.

Unless previously discussed and agreed upon with me, ***not*** attending class or individual / group meetings will ***negatively impact*** your attendance grade. Leaving class early without a valid reason will also result in you being marked absent.

If you miss one class / meeting for an unexcused reason you will have 10% deducted off from your attendance grade.

If you miss two classes / meetings for an unexcused reason you will have 50% deducted off from your attendance grade.

If you miss three classes / meetings for an unexcused reason you will have 100% deducted off from your attendance grade.

If you miss four classes / meetings for any reason (excused or unexcused) you will fail the class.

Being late for class will result in a deduction of 5% from your attendance grade each time.

If you miss class you are fully responsible to get caught back up on course materials. If you miss class during a feedback or critique session, you will not receive feedback from the instructor via D2L or email. You can sign up for office hours to have a one-on-one feedback session.

Course materials

D2L Modules

Each week a module will be made live on D2L and may include lectures, resources, and weekly assignments and/or exercises related to the provided material, which will be due the **following Thursday (before the next class)**. The components of these modules will always be introduced and reviewed during class.

Projects

You will be working on projects iteratively, or in parts that develop into a whole. Time permitting, your weekly assignments will result in three projects:

- 1. Frame-by-Frame**
Create a looping .gif
- 2. Type Narrative**
Animate a quote in an expressive way
- 3. Art on the Mart**
Create a type-centric proposal for a large-scale video installation

Class Workshops

During class, workshops may be assigned that focus on pushing design concepts, understanding software, and building a formal voice.

Turning in Your Work

- Submission criteria will be defined in each project brief.
- Assignments are due — submitted to D2L — at the date and time noted on each assignment brief. If your work isn't posted in time for critique the assignment will be considered late. (See "Late Work Policy" below for information on late submissions.)
- It is essential that you label any digital files submitted using the following nomenclature: *LastName-FirstName-AssignmentName_Version#.pdf*
- When posting your homework to D2L, **only** upload as .mp4 files or pdfs when the assignment indicates.. **Do not post application files such as .aep, .ai, .indd, or .psd.**
- To make sure a file successfully uploaded, you may want to download it to your computer and re-open the file after posting. If this results in success, you'll know it was uploaded correctly.
- If all else fails, you may email assignments and leave a comment on D2L stating that you have done so.

Grading

Evaluation

Feedback on your work will be given in class during our critiques and individual or group meetings. If you are not in class during a feedback session you will not receive feedback on your work. If you do miss class or are looking for additional feedback please schedule a meeting during office hours.

While requirements will vary from project to project, I will be evaluating your work based on five main criteria when grading your work on D2L:

1. Design: Have you applied the motion design concepts and type principles we have been learning in class?
2. Creative Concept & Critical Thinking: Does your work communicate your ideas? Did you put effort into developing your ideas both visually and conceptually? Did you incorporate feedback into your work?
3. Critique & Professionalism: Did you talk/comment during critique? Were you constructive and respectful to your peers?
4. Process Work & Effort: Did you push yourself? (strong research, planning, and development throughout each week); and did you push yourself further? (Did you take the critique of your peers into consideration? Did you revise your work when new techniques were learned?)
5. Timeliness & Execution: Did you read the instructions and follow them? Did you hand in your work on time? Is your work well-made, with attention paid to craft and detail?

Access Detailed Rubric → [Click Here](#)

Class Critiques

Critique is a critical part of the design process and necessary to produce quality work that clearly illustrates your ideas. Being able to critically examine a peer's and your own work, as well as communicate its strengths and weaknesses to fellow designers is beneficial to everyone. In order to practice and develop your ability to critically examine work, you are expected to participate in critique whether that be a D2L discussion or live group feedback session.

We will hold three types of critiques.

- **Individual one-on-one** critiques between the instructor and student may take place while a project is still in development.
- **Small-group critiques** will be used to receive peer feedback as students continue to refine a project.
- **Full class critiques** will occur at the conclusion of each project. You will be expected to present your work and allow for the instructor and your fellow students to respond to what you have produced.

Weighted Breakdown

Your work in this class will be graded based on a 0%-100% (F to A) grade scale and weighted as follows:

Attendance: 15%—total class grade

In-class workshops: 15%—total class grade

Class Projects

Throughout the quarter, you will be working on projects iteratively through your weekly assignments and exercises.

Project 1: 15%—total class grade

Part 1 — 5% (pass / fail)

Part 2 — 95%

Project 2: 25%—total class grade

Part 1 — 5% (pass / fail)

Part 2 — 5% (pass / fail)

Part 3 — 5% (pass / fail)

Part 4 — 85%

Project 3: 30%—total class grade

Part 1 — 5% (pass / fail)

Part 2 — 5% (pass / fail)

Part 3 — 5% (pass / fail)

Part 4 — 85%

Grade Scale

Grades are a reflection of the effort put forth as stated below.

Excellent

A 100–93

A- 92–90

Good Work

B+ 89–88

B 87–83

B- 82–80

Satisfactory

C+ 79–78

C 77–73

C- 72–70

Somewhat

Unsatisfactory

D+ 69–68

D 67–63

D- 62–60

Incomplete Grades

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. All incomplete requests must be approved by the

instructor of the course and a CDM Associate Dean. Only exceptional cases will receive such approval. Information about the Incomplete Grades policy can be found at: <http://www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx>

Late Work Policy

Extensions

Make-Ups/Extensions will be granted on a case-by-case basis. If a significant life event prevents you from completing an assignment or you have a documented emergency, please reach out to me via email. If you know beforehand that you will not be able to meet a deadline, you should email me at least 48 hours before work is due. If a sudden emergency crops up overnight, you should email me within 24 hours after the deadline.

Late Work

I accept late work. Turning in a late assignment is far better than not turning it in at all — some points are better than none.

Unexcused late assignments are accepted and will be penalized as follows:

- *Submitted within 2 weeks of the original deadline:* Your grade will receive a 10% deduction. If the assignment was worth 100%, it is now worth max 90%.
- *Submitted by June 9th:* I will accept late work anytime from the original due date through June 9th at 5pm for 70% credit. If the assignment was worth 100%, it is now worth max 70%.

*It is **absolutely necessary** to email/notify me once you've submitted late work. I do not go back to check past submissions folders once the initial grading period is over. If you do not notify me, I will not see your work, and therefore will not rectify your grade.*

Back Up

You are responsible for the frequent and methodical back-up of your class work over the course of the quarter. Data loss — from a lost or stolen flash drive, or bad internet connection — is not typically an excuse for late or missing work.

Should this happen to you, the best course of action is to reach out to discuss your situation and request an extension. You will still be responsible for recreating any required files that go missing, but your grade will not be penalized. I suggest signing up for Dropbox, using Google Drive, or purchasing an external hard drive for back-up purposes.

Course Schedule:

Changes to Schedule

This is a tentative schedule. We will attempt to follow this schedule as closely as possible, but we may encounter changes and alterations to our original plans.

Weekly Breakdown

Week 01: (Monday 3/27 @ 5:45pm)
Intro & Syllabus Review
Lecture: Type in Motion
Lecture: Project 1
Workshop 1

Homework

Project 1.1

Week 02: (Monday 4/3 @ 5:45pm)
Lecture: Project 1.2
Workshop 2

Homework

Project 1.2

Week 03: (Monday 4/10 @ 5:45pm)
Critique Project 1
Lecture: Project 2.1

Homework

Project 2.1

Week 04: (Monday 4/17 @ 5:45pm)
Lecture: Project 2.2
Workshop 3

Homework
Project 2.2

Week 05: (Monday 4/24 @ 5:45pm)
Lecture: Project 2.3
Workshop 4

Homework
Project 2.3

Week 06: (Monday 5/1 @ 5:45pm)
Lecture: Project 2.4
Workshop 5

Homework
Project 2.4

Week 07: (Monday 5/8 @ 5:45pm)
Critique Project 2
Lecture: Project 3.1

Homework

Project 3.1

Week 08: (Monday 5/15 @ 5:45pm)
Lecture: Project 3.2
Workshop 6

Homework

Project 3.2

Week 09: (Monday 5/22 @ 5:45pm)
Lecture: Project 3.3
Workshop 7

Homework

Project 3.3

Week 10: (Monday 5/29 @ 5:45pm)
No Class

**Week 11
(final):** (Monday 6/5 @ 5:45pm)
Final Critique Project 3

Resources

DePaul Career Center

The DePaul Career Center helps students build confidence, explore possibilities, and develop a powerful personal brand. We offer resume and cover letter review, skills assessments, career exploration and pathway conversations, assistance with internship and job searches, interview preparation, access to alumni mentors, employer insights workshops, career fairs, and many more experiential opportunities to prepare for your future. It's never too early to begin exploring! Start your personal and professional journey here: careercenter.depaul.edu.

Policies & Additional Information

COVID Policies on Campus

The health and safety of everyone at DePaul depend on the cooperation of all who come to campus. By taking care of yourself, you protect the entire community. DePaul's COVID-19 response plans are based on the latest guidance from the Centers for Disease Control and Prevention, the Chicago Department of Public Health and the university's medical advisor from AMITA Health.

Mandatory protocols must be followed by DePaul students, faculty and staff at all times on both campuses

<https://resources.depaul.edu/coronavirus/guidance/health-safety-practices/Pages/default.aspx>

Respect for Diversity and Inclusion at DePaul University as aligned with our Vincentian Values

At DePaul, our mission calls us to explore “what must be done” in order to respect the inherent dignity and identity of each human person. We value diversity because it is part of our history, our traditions and our future. We see diversity as an asset and a strength that adds to the richness of classroom learning. In my course, I strive to include diverse authors, perspectives and teaching pedagogies. I also encourage open dialogue and spaces for students to express their unique identities and perspectives. I am open to having difficult conversations and I will strive to create an inclusive classroom that values all perspectives. If at any time, the classroom experience does not live up to this expectation, please feel free to contact me via email or during office hours.

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. Please see

<https://resources.depaul.edu/teaching-commons/teaching/Pages/online-teaching-evaluations.aspx> for additional information.

Academic Integrity & Plagiarism

This course will be subject to the university's academic integrity policy. All students are expected to abide by the University's Academic Integrity Policy which prohibits cheating and other misconduct in student coursework. Publicly sharing or posting online any prior or current materials from this course (including exam questions or answers), is considered to be providing unauthorized assistance prohibited by the policy. Both students who share/post and students who access or use such materials are considered to be cheating under the Policy and will be subject to sanctions for violations of Academic Integrity.

More information can be found at

<https://resources.depaul.edu/teaching-commons/teaching/academic-integrity/Pages/default.aspx>

Posting work on online sites, such as Hero

All students are expected to abide by the University's Academic Integrity Policy which prohibits cheating and other misconduct in student coursework. Publicly sharing or posting online any prior or current materials from this course (including exam questions or answers), is considered to be providing unauthorized assistance prohibited by the policy. Both students who share/post and students who access or use such materials are considered to be cheating under the Policy and will be subject to sanctions for violations of Academic Integrity.

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: <https://www.cdm.depaul.edu/Student-Resources/Pages/PoliciesandProcedures.aspx>

Preferred Name & Gender Pronouns

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by your preferred name or gender pronoun. Please advise me of this preference early in the quarter so that I may make appropriate changes to my records. Please also note that students may choose to identify within the University community with a preferred first name that differs from their legal name and may also update their gender. The preferred first name will appear in University-related systems and documents except where the use of the legal name is required by University business or legal need. For more information and instructions on how to do so, please see the Student Preferred Name and Gender Policy at <https://offices.depaul.edu/secretary/policies-procedures/Pages/default.aspx>

Students with Disabilities

Students seeking disability-related accommodations are required to register with DePaul's Center for Students with Disabilities (CSD) enabling them to access accommodations and support services to assist with their success. There are two office locations:

- Loop Campus (312) 362-8002
- Lincoln Park Campus (773) 325-1677
- Email: csd@depaul.edu

Students who register with the Center for Students with Disabilities are also invited to contact Dr. Gergory Moorhead, Director of the Center, privately to discuss how he may assist in facilitating the accommodations to be used in a course. This is best done early in the term. The conversation will remain confidential to the extent possible.

Please see <https://offices.depaul.edu/student-affairs/about/departments/Pages/csd.aspx> for Services and Contact Information.

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 or mocking another's opinion. If any issues arise a

student may be asked to leave the classroom (or Zoom). The professor will work with the Dean of Students Office to navigate such student issues.