
SPRING 2016 SEC 602

DEPAUL UNIVERSITY LOOP CAMPUS

14 E. JACKSON ROOM 210

ANI 260: MOTION GRAPHICS

MONDAY AND WEDNESDAY 1:30 – 3:00 PM

OFFICE HOURS: 12PM – 1:30PM, MONDAY AND WEDNESDAY, CDM ROOM 478

PROFESSOR

Chris Kalis

EMAIL

ckalis@cdm.depaul.edu

OFFICE HOURS

12–1:30pm

Monday and Wednesday

CDM 478

TEXTBOOKS

Motion Graphic Design: Applied History and Aesthetics. Jon Kasner. Focal Press. 2008. (E Book)

AND EITHER:

Cosmicomics by Italo Calvino. Harvest Books, 1976.

OR

If on a Winter's Night a Traveler by Italo Calvino. Harvest Books, 1982.

Available in libraries, used bookstores, Amazon, for around \$10 or even less.

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:

- Graphic editing techniques
- Music and the moving image
- Creating meaning through moving text and abstracted moving graphics

RECOMMENDED READING

Design For Motion: Fundamentals and Techniques for Motion Design Austin Shaw. Focal Press. 2016.

After Effects Apprentice by Trish and Chris Meyer. Focal Press, 2007.

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**

10pts **Project 1:** Exquisite Countdown

10pts **Project 2:** Animated Logo

15pts **Project 3:** Animated Poster

15pts **Analysis Paper**

40pts **Final Project:** Calvino Title Sequence

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/366551>

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_MiniProject1.mov**

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

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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

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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 unobtrusive 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.

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WEEK 1 / MARCH 28, 30

TOPICS COVERED

Introduction. Syllabus.
History of Motion Graphics.

ASSIGNMENT

Exquisite Countdown (Project 1)

AFTER EFFECTS TRAINING

[Introduction](#)

1. [The Fundamentals of After Effects](#)

READING

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

WEEK 2 / APRIL 4, 6

TOPICS COVERED

Conceptualization and
Animation Processes

ASSIGNMENT

Logos in Motion (Project 2)
Calvino Analysis Paper Assigned

AFTER EFFECTS TRAINING

2. [Understanding Composition](#)

7. [Exporting and Rendering](#)

READING

Chapter 3: *Motion Graphics in Interactive Media* & **Chapter 4:** *Motion Graphics in the Environment*

WEEK 3 / APRIL 11, 13

TOPICS COVERED

Style Frames and
Design Boards

ASSIGNMENT

Logos in Motion (Project 2)

AFTER EFFECTS TRAINING

3. [Building Compositions with Layers](#)

4. [Creating Animation](#)

READING

Chapter 5: *Motion Literacy: Choreographing Movement* & **Chapter 9:** *Conceptualization*

WEEK 4 / APRIL 18, 20

TOPICS COVERED

12 Principles of Animation
for Motion Design

ASSIGNMENT

Animated Poster with Music (Project 3)

AFTER EFFECTS TRAINING

5. [Using Effects](#)

6. [Jumping into 3D](#)

READING

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

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WEEK 5 / APRIL 25, 27

TOPICS COVERED

12 Principles of Animation
for Motion Design

ASSIGNMENT

Animated Poster with Music (Project 3)

AFTER EFFECTS TRAINING

8. [Animating Type and Info Graphics](#)

READING

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

WEEK 6 / MAY 2, 4

TOPICS COVERED

Cinematic Conventions
and Typographic Principles

ASSIGNMENT

Animated Poster with Music (Project 3)

READING

Chapter 10: *Animation Processes*

WEEK 7 / MAY 9, 11

TOPICS COVERED

Cinematic Conventions
and Typographic Principles

ASSIGNMENT

Animated Poster Critique
Calvino Analysis Paper Due

READING

Chapter 11: *Motion Graphics Compositing & Chapter 12:* *Motion Graphics Sequencing*

WEEK 8 / MAY 16, 18

TOPICS COVERED

Animation Curves in Ae

ASSIGNMENT

FINAL PROJECT
Part 1: Design Boards, Style Frames, Logo

READING

Design in Motion: *Style Frames & Design Boards (PDF)*

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WEEK 9 / MAY 22, 25

TOPICS COVERED

Motion Graphics Production

ASSIGNMENT

FINAL PROJECT

Part 2: Pitches / Animatic / Motion Tests

WEEK 10 / MAY 30, JUNE 1

TOPICS COVERED

Motion Graphics Production

ASSIGNMENT

FINAL PROJECT

Part 3: Rough Cut

WEEK 11 / JUNE 8TH, 11:30AM

FINAL EXAM WEEK

ASSIGNMENT

FINAL PROJECT

Part 4: Final Critique