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**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

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### **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](http://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](mailto: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 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.

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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*

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### 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*

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### 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*

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### 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*

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### WEEK 6 / MAY 2, 4

#### TOPICS COVERED

Cinematic Conventions  
and Typographic Principles

#### ASSIGNMENT

Animated Poster with Music (Project 3)

#### READING

**Chapter 10:** *Animation*  
*Processes*

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### 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*

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### 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

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### **WEEK 10 / MAY 30, JUNE 1**

#### **TOPICS COVERED**

Motion Graphics Production

#### **ASSIGNMENT**

FINAL PROJECT

Part 3: Rough Cut

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### **WEEK 11 / JUNE 8TH, 11:30AM**

#### **FINAL EXAM WEEK**

#### **ASSIGNMENT**

FINAL PROJECT

Part 4: Final Critique