

**WINTER 2019 SEC 501**  
**DEPAUL UNIVERSITY** LOOP CAMPUS  
**14 E. JACKSON ROOM 210**

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# **ANI 260: MOTION GRAPHICS**

**TUESDAY AND THURSDAY** 3:10 – 4:40pm

**OFFICE HOURS:** Thursdays 12pm - 3pm, CDM Room 478

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## **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.**

## **SOFTWARE**

In this course we will use Adobe Photoshop and Illustrator for Static Design and After Effects and Premiere for animation, editing, and compositing. Only brief demonstrations will occur during classtime, if you are new to the tools you will need to **consult the textbook** as well as software tutorials on **Lynda.com**.

## **SOFTWARE TRAINING**

***After Effects for Designers: Graphic and Interactive Design in Motion.***

Chris Jackson. Focal Press, 2018

*Available at the bookstore, as a Kindle on Amazon, or ebook on Chegg.com*

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## **PROJECT BREAKDOWN**

**10pts** Attendance / D2L Responses

**10pts** In-class exercises / lessons

**10pts Project 1:** Countdown

**10pts Project 2:** Logos in Motion

**10pts Project 3:** Moving Still

**20pts Project 4:** Animated Poster

**30pts 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

## **GRADING/ EVALUATION**

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 all of your work through the Submissions folder on the class d2L page.

## **CRITERIA**

**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.

## **WINTER QUARTER DROP DATES**

<https://academics.depaul.edu/calendar/Pages/default.aspx>

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## **LABS**

The design and animation labs in Lincoln Park are located in the Lincoln Park Student Center 3rd floor (PC labs: 364 and 363; Mac lab: 331) and in the CDM building, 4th floor lab, as well as on the 7th floor (722) and 8th floor (803) and the Daley Building Rooms 210 and 513 (Mac labs with Cinema 4D).

You can check lab space availability here: <https://www.cdm.depaul.edu/Current%20Students/Pages/Labs.aspx>

If you prefer working on your personal computer, you can purchase the software here: <http://offices.depaul.edu/is/services/Software/Pages/Software-for-Personal-Computers.aspx>

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## COURSE POLICIES

**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. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

**CLASS DISCUSSION:** Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments. Students must keep up with the reading to participate in class discussion.

**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.

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**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/messaging 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.

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

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## **ACADEMIC INTEGRITY AND PLAGIARISM**

This course will be subject to the university's academic integrity policy. More information can be found at <https://resources.depaul.edu/teaching-commons/teaching/academic-integrity/Pages/default.aspx>.

## **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>

## **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 exceptions 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>

## **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 – Lewis Center #1420 – (312) 362-8002**
- **Lincoln Park Campus – Student Center #370 – (773) 325-1677**

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.

## **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 an alternate 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 necessitated or 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 <http://policies.depaul.edu/policy/policy.aspx?pid=332>

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## WEEK 1 / JANUARY 8, 10

### TOPICS COVERED

**TU:** Introduction & Syllabus

### ASSIGNMENT

D2L discussion post #1 (due 1/10)

**Project 1** Countdown

### READING

**TH:** History of Motion Graphics

Countdown Thumbnails

**Chapter 1:** *Elements of Motion Design*

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## WEEK 2 / JANUARY 15, 17

### TOPICS COVERED

**TU:** History of Motion Graphics

### ASSIGNMENT

**Project 1** Due

**Project 2** Logos in Motion

### READING

**Chapter 2:** *Creating a Motion Design*

*Project in After Effects*

**TH:** History of Motion Graphics

**Project 2** Logos in Motion

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## WEEK 3 / JANUARY 22, 24

### TOPICS COVERED

**TU:** Principles of Animation pt 1  
Animation Curves in After Effects

### ASSIGNMENT

**Project 2** Logos in Motion

ROUGH CUT CRITIQUE

### READING

**Chapter 4:** *Logos in Motion*

**TH:** Principles of Animation pt 2

**Project 2** Logos in Motion

FINAL CUT CRITIQUE

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## WEEK 4 / JANUARY 29, 31

### TOPICS COVERED

**TU:** Camera Animation / Projection Mapping pt 1

### ASSIGNMENT

**Project 3** Moving Still

**TH:** Camera Animation / Projection Mapping pt 2

**Project 3:** Moving Still

Prepared PSD due

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## WEEK 5 / FEBRUARY 5, 7

### TOPICS COVERED

**TU:** Camera Animation / Projection Mapping

**TH:** Conceptualization / Animation Processes  
Visual Music and Motion Design

### ASSIGNMENT

**Project 3:** Moving Still

FINAL CUT DUE

**Project 4:** Design in Motion  
Begin Poster Recreation

### READING

**Chapter 3:** *Typography in Motion*

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## WEEK 6 / FEBRUARY 12, 14

### TOPICS COVERED

**TU:** Cinematic Conventions /  
Typographic Principles

**TH::** Design Boards and Style Frames

### ASSIGNMENT

**Project 4:** Design in Motion  
Begin Style Frames

**Project 4:** Style Frames Due

## WEEK 7 / FEBRUARY 19, 21

### TOPICS COVERED

**TU:** Visual Music and Motion Design

**TH:** Title Design and Title Sequences

### ASSIGNMENT

**Project 4:** ANIMATIC Due

**Project 4:** ROUGH CUT

### READING

**Chapter 7:** *Title Sequences in Motion*

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## WEEK 8 / FEBRUARY 26, 28

### TOPICS COVERED

**TU:** Design Boards and Style Frames

**TH::** Motion Tests, Sound, Animatic

### ASSIGNMENT

**Project 4:** FINAL CUT

**Final Project** Title Sequence Process

D2L discussion post #2 (due 2/21)

**Final Project** Style Frames

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## WEEK 9 / MARCH 5, 7

TOPICS COVERED

**TU:** Motion Tests, Sound, Animatics

**TH:** Motion Graphics Production

ASSIGNMENT

**Final Project** Title Sequence Process  
Revised Style Frames

**Final Project** Title Sequence Process  
Animatics

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## WEEK 10 / MARCH 12, 14

TOPICS COVERED

**TU:** Motion Graphics Production

**TH:** Motion Graphics Production

ASSIGNMENT

**Final Project** Title Sequence Process  
Motion Test / Rough Cut Critique

**Final Project:** Title Sequence Process  
Motion Test / Full Cut Critique

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## WEEK 11 / MARCH 19

FINALS WEEK

**NO CLASS MEETING**

DUE: Tuesday March 19, 2019, 6pm

**Final Project** Title Sequence Process

**Deliver:** Final Cut with Sound, PDF with Pitch Materials,  
Style Frames, and Process Design Boards.  
Upload work to D2L