

Instructor: Magdy Rizk  
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 Office Hours: M/W 2-4 pm  
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# Art 396 MG

## COURSE DESCRIPTION

This course is an introduction to Motion Graphics, which includes the categories of commercial, broadcast, main title and music video. The course will include lectures, showcases and demonstrations of the history, techniques and applications of motion graphics in broadcast media. Projects will cover basic motion graphics principles, design and composition, timing and drama, storyboarding and planning, sound and music development and synchronization. Appropriate and current industry standard computer applications will be introduced and applied.

## PREREQUISITES

Art 200, 244 and 354 or 356 or equivalent.

## REQUIRED TEXT

*After Effects 7 for Windows and Macintosh: Visual QuickPro Guide*  
 by Antony Bolante

## RECOMMENDED TEXT

*After Effects & Photoshop: Production Effects for DV and Film*  
 by Jeff Foster

*Creating Motion Graphics with After Effects, Volume 1: The Essentials*  
 by Chris and Trish Meyer

*Adobe After Effects 7.0 Studio Techniques*  
 by Mark Christiansen

## OBJECTIVES

- Acquaint students with the immediate and powerful impact of motion design.
- Reinforce basic to advanced graphic design principles in motion graphics.
- Acquaint students with industry standard software, hardware and accompanying techniques.
- Provide historical and current perspectives in the area of motion graphics.
- Introduce students to terminology and concepts in motion graphics.
- Introduce students to the categories of commercial, broadcast, main title and music video.

## INSTRUCTIONAL PROCESS

This course will utilize lectures, projects, critiques, classroom demonstrations, handouts and a field trip to disseminate and reinforce the subject matter.

## EVALUATION

Student grades are determined by the following criteria:

1. Class participation, interaction, and discussion in class activities and critiques.
2. Project craftsmanship, finished quality and the appropriate use of digital tools.
3. Objectives, parameters and deadlines of projects are met.
3. Evidence of initiative and conceptually creative and imaginative responses to assigned projects.
4. Attendance with all appropriate materials and preparation.

## GRADING PROCEDURE

### Projects

Each project will be grade in 3 stages

- Storyboard sketches–analog
- Initial movie–digital
- Final movie–digital

You will be given a grade for each stage, on a scale from 0-11:

11=A	10=A-	9=B+	8=B	7=B-	6=C+
5=C	4=C-	3=D+	2=D	1=D-	0=F

Resubmitting a project for a better grade is allowed the next class day after a grade for that stage has been recorded.

### Exams

You are required to meet at the posted final exam time for this class.

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## CONTENT: POSSIBLE PROJECTS

- **Typographic build** - Use of typography and motion tools to provide a 10-20 second typographic build. Focus is on appropriate use of typography and simple storyboarding.
- **Corporate logo build** - Utilizing a logo design, motion tools and sound to build a 10-second assembly of the logo. Focus is on appropriate logo design, diverse approaches for dramatic motion, simple sound synchronization and detailed storyboarding.
- **Station identification** - Introduces various design elements (logos, text, illustration and photography) to create a professional 10-20 second station ID motion piece for a known cable channel. Focus is on layout, appropriateness and diverse approaches for dramatic motion and detailed storyboarding.
- **DVD menu** - Introduces various design elements (logos, text, illustration, photography and video) to create an animated DVD menu for a specific motion picture. Focus is on layout, appropriateness, organization and production.

## ATTENDANCE

Studio/lab classes, such as this, strongly take into consideration the entire learning and work-habit process as well as required assignments.

Attendance is mandatory in this class. Lectures, directions, demonstrations and critiques will not be repeated. Do not miss class on days projects are due because of unfinished projects. It is especially important for you to receive information on those days.

More than 3 absences will result in lowering your final grade by 1 point. For example, with 4 absences, A becomes a A-. The 3 excused absences are for illness and emergencies, not excused "cuts". If an illness or emergency requires more than 3 absences, official documentation will be required. The instructor will make note for students who are continually late. Attendance and promptness will greatly affect your overall final grade.

During the first 10 minutes of the class, the instructor will take attendance. If you are not present at this time, you will be marked as absent. **The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion.**

## GUIDELINES

- Students are expected to devote at least 5 hours of work outside of class per week to their course work.
- Students are responsible for missed information on days of their absence or tardiness.
- Always talk to the instructor if there are any issues that deal with the projects. The instructor will give you feedback, explanations, suggestions, etc...if you ask. Don't be afraid to talk to the instructor!
- You are not to use the computers, printer and scanners while another class is in session.
- There will be absolutely no food or drink in the computer lab.
- Show respect and be helpful to your fellow students. Have your work done and be present when we view the class' work. Help each other in the lab. Networking starts now!
- A submission of a CD containing all student work at or above a score of 9 will be required at the end of the semester.

## MATERIALS

- 2 USB drives (at least 512mb each)
- X-acto knife and blades
- Metal ruler with cork (18" min.)
- 3M Super 77 spray adhesive
- Sketchpad
- Access to 15"x20" black presentation board

2 USB drives will be used simultaneously throughout the semester. One will be your work volume and the other will be used as a backup volume. The work disk is used to save your work-in-progress files while the backup disk will contain files that are a copy for all your project files. You can also save your work on a lab computer temporarily. A "lost" file is not an excuse for a late project!

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## LATE WORK

Late work is not accepted and counts for 0 points. Exceptions will be made if documentation is provided for medical, family or other emergencies.

## LAB HOURS

Please refer to the Art Department website for posted lab hours. Lab hours will also be posted outside of the computer labs early in the semester.

## COURSE OUTLINE

*Projects and content or their order may be changed by the instructor during the semester.*

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| <p><b>Week 1</b> General introduction to Motion Graphics-Syllabus.<br/>Assignment 1: Typographic Build handout.<br/>Project binders assigned.</p> <p><b>Week 2</b> Lecture and demonstration of type usage and primary motion controls in After Effects.<br/>Lecture on preparation and storyboarding.</p> <p><b>Week 3</b> Lecture on general principles of motion graphics.<br/>Assignment 1 Roughs due and critiqued.</p> <p><b>Week 4</b> Further demonstration of use of After Effects tools and imaging.<br/>Assignment 2: Station ID (2D) hand out.</p> <p><b>Week 5</b> Lecture on general history of motion graphics.<br/>Assignment 1 Final due and critiqued.<br/>Review of logo design and implications of applying motion.</p> <p><b>Week 6</b> Assignment 2 Roughs due and critiqued.<br/>Lecture on latest video formats.<br/>Demonstration of video footage use in motion graphics.</p> <p><b>Week 7</b> Showcase of current work in the Industry.<br/>Demonstration of color correction, filters and image manipulation in After Effects and Final Cut.</p> | <p><b>Week 8</b> Field trip to a post production studio or motion design studio.<br/>Assignment 3: Film titles hand out.</p> <p><b>Week 9</b> Lecture on sound bites and soundtracks.<br/>Demonstration of sound synchronization in After Effects.</p> <p><b>Week 10</b> Demonstration on precomposition and multi-layering.<br/>Lecture on motion design industry.</p> <p><b>Week 11</b> Demonstration of presets and effects in After Effects. Demonstration of track mattes.</p> <p><b>Week 12</b> Assignment 3 Roughs due and critiqued.<br/>Demonstration of parenting and motion tracking.</p> <p><b>Week 13</b> Scripting in After Effects.<br/>Lecture and demonstration on 3D elements and environments in After Effects.</p> <p><b>Week 14</b> Lecture on the future technological advances in digital media.<br/>Guest Speaker from the industry.</p> <p><b>Week 15</b> Assignment 3 Final due and critiqued.<br/>Project binders due and reviewed.</p> |
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