RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

ARTS 248: Designing Motion Graphics

I. Basic Course Information

A. Course Number and Title: **ARTS-248 Designing Motion Graphics**

B. New or Modified Course: modified

C. Date of Proposal: Semester: Spring Year: 2015

D. Effective Term: Spring 2016

E. Sponsoring Department: Visual and Performing Arts

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 4 Lecture: 2
Laboratory: 2

H. Prerequisites: *ARTS-246 Visual Design I*

I. Laboratory Fees: yes

J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Co-Chairs: Donna Stackhouse x8298, Dennis Russo x8391

II. Catalog Description

Prerequisite: ARTS-246 Visual Design I
This course covers the concepts and techniques of creating motion graphics. Students will create original animations in traditional media, via timeline based programs, and through using character motion simulation tools. Students will purchase some art supplies.

III. Statement of Course Need

A. Designing Motion Graphics develops a student's ability to understand and create animated environments. It continues an emphasis on good art and design skills while addressing the challenges of creating moving graphics. This course also addresses the critical and ethical concerns regarding the production and consumption of animated media.

B. This course has a lab component. It is a studio art course and requires students to use special facilities such as a computer lab, studio areas, and to use artistic materials under the guidance of the instructor or lab technician.

C. This course generally transfers as an elective Studio Art Course in design and visual communications program requirements. Designing Motion Graphics is a requirement for any four-year design program.

IV. Place of Course in College Curriculum

A. Free Elective
B. This course meets a program requirement for the A.F.A. Visual Communications degree.
C. This course serves as an advanced studio elective in the A.F.A.Visual Art degree.
D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

A. History and Theory
    1. History of the animation
    2. History of preanimation optical devices (Kinetoscope, Zoetrope, etc…)
    3. Storyboarding and scene planning
    4. Disney's 12 Principals of Animation
    5. Alternate animation theory and technique
    6. Optical theories that involve animation
    7. Cellular animation techniques
    8. Timeline based animation
    9. Web and new media motion graphics concepts
    10. Motion graphics in traditional animation
    11. Motion graphics in film
    12. Motion Graphics for video games

B. Design Process
    1. Research
    2. Brainstorming
    3. Storyboard and layout sketches
    4. Creation of motion graphics visual assets
    5. Creation of motion graphics audio assets
    6. Integrating components into a coherent motion graphic structure
    7. Present and distributing motion graphics

C. Project Media
    1. Traditional materials (pencils, pen, tracing paper, drawing paper, markers)

2. Original photographs
3. Industry standard vector graphics software (i.e. Illustrator)
4. Industry standard bitmap image software (i.e. Photoshop)
5. Industry standard audio software (i.e. Audition, Audacity, Soundforge)
8. Code based environments (i.e. Actionscript, Unity API)
9. Media designed for social network platforms

D. Project Concepts
    1. Flip Book
        a. Research historical forms of non digital animation
            i. Flipbooks
            ii. Zoetropes
            iii. Dioramas
            iv. Praxinoscope
        b. Research traditional animation drawing and illustration techniques
        c. Create outline
        d. Determine appropriate materials and assemblage technique
        e. Use of industry standard vector and bitmap software
        f. Hand draw frame animation
            i. Consider liveliness of characters
            ii. Create spatial perspective and immersive backgrounds
            iii. Refine smoothness of animation
            iv. Assemble into book format
        g. Present and refine according to feedback
    2. Animated Environment
        a. Research examples of interactive – time based environments
            i. Movies
            ii. TV cartoons
            iii. Video games
            iv. Web animations
        b. Examine non traditional, narrative media
        c. Project Plan and refine the site through critique
        e. Use industry standard imaging and animation software
    3. Character Study
        a. Examine famous use of character animation – particularly:
            i. 3D renderings such as videogame and modern CGI
            ii. Historical and contemporary figure animations
            iii. Drawn, painted and photographed figure and motion sketches
        b. Design a compelling character
            i. Conceptualize a background and history for the character
            ii. Brainstorm details
            iii.Paper sketches of the character
        c. Use A Motion Graphic using industry standard software.
           Possibly including:
            i. Unity

ii. Flash
iii.Blender

4. Multimedia Animation
   a. Students develop a narrative animation based on provided guidelines
      i. Create Theme and Narrative Aspects
      ii. Decide on appropriate software tools
   b. Project Planning
      i. Draw storyboards
      ii. Brainstorm multimedia details
      iii. Determine necessary media technologies
   c. Develop or collect materials
      i. Create applicable visual media
      ii. Create audio/multimedia assets
   d. Compile and develop all components into the animated structure
   c. Consider additional elements such as user interaction
   d. Revise and refine the motion graphics through critique

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Apply appropriate technological tools to design projects. (GE-NJ 4,6 *)
2. Students will identify and illustrate critical web art trends and influences from historical, cultural and social perspectives. (GE-NJ 1,6)
3. Demonstrate the application of analysis and problem solving to achieve design solutions. (GE-NJ 4, *)

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Produce artwork that demonstrates design for the web.
2. Understand the history of and trends in electronic and interactive media.

C. Assessment Instruments:

1. Art projects
2. Exams
3. Essays

**Embedded critical thinking*

VII. Grade Determinants

A. Art Projects

B. Essays
C. Exams
D. Presentations
E. Portfolio Presentation

Primary Formats, Modes and Methods for Teaching

A. Art work
B. Lecture
C. Technical Demonstration
D. Technical Exercises
E. Individual and Group Critique
F. Written Responses
H. Student Presentations

VIII. Texts and Materials

A. Instructor provided and student researched websites
B. Printed or electronic handouts
C. Motion Graphics related blogs and websites
D. Existing Motion Graphics examples
E. The Lion's Den
F. YouTube, Adobe.com, and other streaming video tutorials
G. Recommended texts such as Peach Pit Press, *Flash CC: Visual QuickStart Guide*, Katherine ISBN-13: 978-0321832191

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

A. Computer Lab with industry standard hardware and design software (latest versions)
B. Digital projector with high resolution imaging capabilities
C. Scanner
D. Printers (Black&White and color)
E. Access to a large format color printer
F. Studio with drawing surfaces and mounting facilities
G. Media Player (DVD/Video software)