FAIRLEIGH DICKINSON UNIVERSITY

Fortiter et Suaviter

Motion Graphics Fall 2024

Course Number and Section: ANIM_1750_31 Fall 2024
Course Name: Motion Graphics
Instructor Name: Frank Ippolito
Instructor Email: fip@fdu.edu
Number of Credit Hours: 3 Credits
Term Period: Fall, August 28 , 2024 to December 18, 2024
Meeting Time: Wednesdays from 11:15 AM – 1:45 PM
Office Hours: Wednesdays 11 AM – 11:15 AM by prior appointment

COURSE   DESCRIPTION:
This is a studio course in Motion Graphics. This course explores the field of motion design using Adobe After Effects, Photoshop, and Illustrator, along with powerful suite of plug-ins from Red Giant/Trapcode. Students will learn to develop both text-driven and non-verbal concepts into short animations that tell stories, give information, and evoke a feeling. Students will learn to transform a variety of 2D and 3D elements within the composition such as particles, still images, graphics, dynamic text, and video elements. Additionally, they will learn how to build out a concept… from the initial brief, to the style frame, to the storyboard, to the animatic, and on to a finished production.

COURSE LEARNING Outcomes:
At the successful conclusion of this course, students will have mastered:

1.   The understanding of the principles employed in creating moving text and images that tell a story over time.

2.   The ability to develop and work within a digital environment to create animations.

3.   The basic understanding of visual storytelling and narrative through images.

4.   The ability to communicate complex concepts employed in video production using only simple images, graphics, and text.

5.   The development of powerful and impactful motion graphics in a variety of settings.

6.   How to participate in oral critiques.

7.   How to time manage as per professional animation pipelines.

Class Website: http://www.digisessions.com/MoGraph/mOtion-graphics.html

Prerequisite: None

INSTRUCTIONAL   PROCEDURES
Lectures, demonstrations, and instructions.
Critiques and group discussions.
Class direction on projects and one on one individual development.

REQUIRED RESOURCES:

1. It is essential that you have large capacity removable media with you during class.

2. The Software Applications required: Adobe Photoshop, After Effects, and Illustrator.

Important Note: File management is an essential aspect of digital production. Students are required to back up their work in a safe place. This includes images and project files being incorporated into your project. Loss of files is not an excuse to hand a project in late. Projects left on the hard drive of the FDU computers without backup may be subject to removal which will result in permanent loss of work (i.e. the project must be recreated by the student.)

MINIMUM   TECHNICAL   SKILLS EXPECTED

1. Photoshop basic skills.

2. Communicate and send assignments via email.

3. Create a basic account on Vimeo.com to house assignments.

4. Upload and download compressed files and decompress as needed.

NOTE: A minimum of 4 hours of time outside of class is required each week to practice techniques and to work on individual projects. Any problems or questions can be raised in class and addressed either as a group lesson or on an individual basis. More time spent on projects will ultimately enhance the quality of your work. Additional individual help beyond the class time is available and can be scheduled upon request.

EVALUATION:
The final class grade will be based upon:
1. Projects and Assignments.
3. The Final Project.

4. Attendance, In Class Participation and Extra Credit Work.
Projects handed in late for any reason will be graded down for lateness by 10% for each week.
All important information such as past lecture notes and assignments can be found in the Archive section of the class website.

Withdrawal Policy

Students are allowed to withdraw from a class without academic penalty through the ninth week of the course (during regular semesters). Forms for withdrawing from courses are available at the campus Office of Enrollment Services and require the student's signature to be processed. A student's failure to officially withdraw from a course will result in a grade of "F" being given for the course. Nonattendance does not constitute an official withdrawal. If a student withdraws within the official nine week period, he or she will receive a grade of "W." Faculty will be notified by the Office of Enrollment Services of all official withdrawals, and the Final Grade Roster will have the withdrawal as a final grade for the course. Withdrawal after the ninth week is not allowed except for documented exceptional circumstances—such as verifiable medical reasons. In such cases, approval for withdrawal must be obtained from the instructor, department chair/school director, and the dean of the college. It is not possible to withdraw from class because of academic failure after the ninth week of the course.

GRADING   POLICY:
The final weighted grade average will be based on 100% effort (shown incrementally):
Project Homework : (12 Assignments in total)

1. Projects and Assignments = 60 %

2. Midterm = 20%

3. The Final Project = 30 %

4. Attendance, In-Class Participation and Extra Credit Work = 10 %

The skills, originality, creativity, attention to detail, and ability to follow specifications that are reflected in your assignments will constitute the grade for each milestone of the project. An average of your accumulated grades and attendance will comprise your final grade for the semester. Poor attendance will be reflected in your final grade.

GRADING SCALE (Letter Grades: GPA Points vs. Numeric Percentage):

100-90%	A		79-75%	C+
89-85%	B+		74-70%	C
84-80%	B		69-60%	D
Below 60 = F				

PARTICIPATION
Work handed in late will affect the grade of the assignment. Attendance is mandatory. Absences will be reflected in your final grade. More than three (3) absences will result in an **F** for your final grade. If you miss a class you need to make up any classwork from that session.

If you come after attendance was taken, at the beginning of class, you will be marked late. Two lateness will equal one (1) absence. Leaving a class early by one hour or more is equivalent to one absence. Leaving a class 30 minutes before class is dismissed is equivalent to a lateness. In the event of an emergency, contact me immediately to explain the absence.

Week 1: Introduction to Motion Design / Review of Photoshop

Week 2: Motion Design Workflow

Week 3: 10 Principles of Motion Design / Intro to After Effects

Week 4: Working with Shapes

Week 5: Animating Lines

Week 6: Text Animators

Week 7: Text Animators Hacked!

******* Spring Break*******

Week 8: Midterm Review

Week 9: Effects and Plug-ins

Week 10: Advanced Animation

Week 11: Audio Driven Motion

Week 12: Advanced Editing

Week 13: Final Project Assigned

Week 14: Final Project Production

Week 15: Final Presentation

Disability Statement

Students with documented medical, psychological, or learning disabilities, who feel they may need in-class academic adjustments, reasonable modifications, and/or auxiliary aids and services while taking this course, should first contact the Disability Support Services (DSS) to discuss their specific needs. At the Florham Campus, including the School of Pharmacy & Health Sciences and study abroad programs, contact the Director of Disability Support Services at 973–443–8079. At the Metropolitan Campus, online and off-campus programs, contact the Director of Disability Support Services at 201–692–2078. For Vancouver Campus, contact the Deputy Campus Executive at 604–648–4463. Once the academic adjustments, modifications, or auxiliary aids and services are approved by DSS, make an appointment to see the faculty member. Additional information about the Office of Disability Support Services can be found here: https://www.fdu.edu/student-life/disability-support-services

FAIRLEIGH DICKINSON UNIVERSITY'S DIVERSITY, EQUITY, AND INCLUSION COMMITMENT STATEMENT

Fundamental to its mission, vision, and core values, Fairleigh Dickinson University (FDU) is committed to creating and nurturing a diverse, equitable, and inclusive campus environment that fosters mutual respect and understanding among students, faculty, staff, administration, and alumni.FDU embraces a culture of open mindedness, diversity of thought, and cultural expression. The University encourages multiple perspectives to enrich the educational experience for the University community. FDU emphasizes understanding cultural experiences and perspectives by cultivating respectful communication among members of the FDU community.The University is focused on ensuring that students, faculty, staff, administration, and alumni thrive personally and professionally in a global environment in order to challenge and reject racial divisiveness, prejudice, systemic privilege, and oppression. To this end, FDU does not tolerate discrimination or bias based on race, religion, gender identity/expression, sexual orientation, sex, ability status, age, nationality, and socioeconomic class.All students, regardless of their sexuality and gender identity, are welcome at FDU and in this class. Campus resources for the LGBTQ+ community include the student LGBTQ+ organization on campus, Accepting and Understand the Rights of All (AURA, fduaura@gmail.com); AURA's faculty advisor, Prof. John Schiemann (jws@fdu.edu); and the FDU Safe Space Program, run by Conor Leary, Campus Life (clearly2@fdu.edu)

Center for Academic Success

The Center for Academic Success offers academic assistance to all students through the use of services including tutoring, workshops, and access to computer based programs. For further information, please visit the Center for Academic Success on Blackboard. Here is a link:

http://view2.fdu.edu/florham-campus/academic-support-center/

Health and Safety

All homework – including work originally created on physical paper—must be handed in using digital means, such as Word Documents, PDFs, and JPGs. The instructor will indicate what formats are required for individual projects. Standard delivery will be email attachments or online links.

Everyone, regardless of their vaccination status, is required to wear masks while indoors in instructional spaces including classrooms, labs and when meeting with faculty in their offices. The face mask must cover the mouth and nose and must be a minimum of two-ply. Please note that face shields alone without masks are not acceptable and neither are neck gaiters. Students not complying with this mask policy will be warned once and, in cases of repeat non-compliance, will be asked to leave the session. Work missed due to such dismissal must be made up on the student's time.

Academic Integrity

Each student must create his or her own projects. If you did not create the projects that you are handing in, it will result in a grade of "F" Plagiarism is unacceptable. Please review the FDU Academic Integrity Policy at: https://www.fdu.edu/academic-integrity/

Changes to this syllabus are possible and at the instructor's discretion