ADES 3545-502 Motion Typography & Design

Instructor Contact
Name: David Wolske (he/him/his)
Email: david.wolske@unt.edu
Phone Number: 940-565-3621 (Dept. of Design Office)

Office Hours: Thursdays, 2:00–4:00pm
Office Location: ART 345 C – Please note that the first two weeks of office hours will be remote. You may join my remote office hours using this Zoom link.

Communication Expectations: All course content and communication will use the Canvas learning management system. You may log in at: https://unt.instructure.com/ If you have questions or personal concerns, please email me using Canvas’s Inbox feature. In most cases, students may expect a response to emails within 24 hours; assignment feedback within 3–5 business days; and assignment grades within 7 days of submitting final work via Canvas.

Effective online communication is crucial for success as a student and as a future design professional. CLEAR has a webpage for students that provides Online Communication Tips. I expect you to review these tips and follow these valuable reminders.

Course Description
This class will explore the impact of time, space, and motion on typographic messages. Students will learn processes and skills that will enhance the emotional and intellectual resonance within type and text.

Course Structure
The course modality for ADES 3545-502 Motion Typography + Design is face-to-face. Class will meet in ART 368 between 11:00am–1:50pm on Tuesdays and Thursdays.

Course Prerequisites or Other Restrictions
Prerequisites: Students must have successfully completed ADES 3500 and ADES 3510.

Course Objectives
By the end of this course, students will:

- develop a foundational vocabulary for analyzing, designing, and critiquing kinetic typography and motion graphics;
- identify and practice methodologies (diagramming, storyboarding, keyframing, etc.) for conceptualizing time-based media projects;
- develop a working knowledge of software appropriate to the introductory concepts in time-based media; and
Required Textbook(s) & Readings

- **Required:** [https://creativecloud.adobe.com/cc/discover/learn/app/after-effects](https://creativecloud.adobe.com/cc/discover/learn/app/after-effects)
- **Required:** [https://it.unt.edu/linkedinlearning](https://it.unt.edu/linkedinlearning)
- There will be required and recommended readings and tutorials throughout the semester. Directions on how to access these resources will always be posted in Canvas.

Teaching Philosophy

Design is an activity that benefits from all participants engaging in research-based, strategy-driven processes. It’s my job as your teacher to help you understand your own methodologies with the aim of crafting effective and aesthetic visual communication experiences and artifacts. That’s why I will be prioritizing research, concept development, process, iteration, and engagement.

Technical Requirements & Skills

Minimum Technology Requirements

- Computer with built-in speakers and microphone
- Reliable internet access
- Canvas
- Zoom
- **Adobe Creative Cloud** *(Note: A limited number of reduced-price Adobe CC subscription licenses are now available to UNT students)*
  - After Effects
  - Illustrator
  - Media Encoder
  - Photoshop
- **Microsoft Office Suite** *(Available for free to currently enrolled students)*

Computer Skills & Digital Literacy

- Using Canvas and Zoom
- Using email with attachments
- Downloading and installing software
- Using presentation and graphics programs
Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors online. Here are some general guidelines:

- Treat your instructor and classmates with respect in email or any other communication.
- Unless specifically invited, don’t refer to your instructor by first name.
  - I invite you to call me by my first name, David.
- Always use your professors’ proper title: Dr. or Prof., or if in doubt use Mr. or Ms.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid slang terms such as “wassup?” and texting abbreviations such as “u” instead of “you.”
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☺.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or sound offensive.
- Be careful with personal information (both yours and other’s).
- Do not send confidential information via e-mail

See these Engagement Guidelines (https://clear.unt.edu/online-communication-tips) for more information.

Getting Help

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: **UIT Student Help Desk site** (http://www.unt.edu/helpdesk/index.htm)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am–9pm

**Telephone Availability:**

- Sunday: noon–midnight
- Monday–Thursday: 8am–midnight
- Friday: 8am–8pm
- Saturday: 9am–5pm

**Laptop Checkout:** 8am–7pm

For additional support, visit Canvas Technical Help (https://community.canvaslms.com/docs/DOC-10554-4212710328)
Student Support Services

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

Other student support services offered by UNT include

- [Registrar](https://registrar.unt.edu/registration)
- [Financial Aid](https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center)
- [Multicultural Center](https://edo.unt.edu/multicultural-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)
- [Pride Alliance](https://edo.unt.edu/pridealliance)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources)
- [Academic Success Center](https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/)
- [MathLab](https://math.unt.edu/mathlab)

Course Requirements

<table>
<thead>
<tr>
<th>Assignments &amp; Assessments</th>
<th>Points Possible</th>
<th>Percentage of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process “Book”</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Assignment 1 – Looped GIF</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Assignment 2 – Moving Posters</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Assignment 3 – Title Sequence</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Homework, Participation &amp; Engagement</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz 1</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>50</td>
<td>5%</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>
Grading

Grade Scale:
- A = 450–500
- B = 400–449
- C = 350–399
- D = 300–349
- F = 000–299

Extra Credit Policy/Philosophy
I don’t generally offer extra credit assignments. I believe in focusing one’s attention and best effort on the task at hand.

Course Evaluation
Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

Course Policies
Assignment Policy
Assignment due dates and specifications will be posted in Canvas. Likewise, completed assignments will be submitted via Canvas.

If you are absent, you are responsible for checking Canvas and contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the Dean’s, Studio Art, or Design offices to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the Dean’s, Studio Art, or Design offices. The offices will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940-565-2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Font Licensing and Usage Policy
Before using a font in any project—academic, personal, or commercial—be sure that you have the legal right to use it. In the US, fonts are considered a software product owned and protected by the creator. Use of unlicensed fonts is unethical and illegal. It doesn’t matter if you got the fonts from a teacher, classmate, a professional colleague, or downloaded them from the internet. If you are not the licensee of the font you do not have the legal right to use it.

If I discover you using unlicensed fonts in your projects, I will give you a warning for the first offense. A second offense will result in a grade of 0 (zero) for the entire assignment/project. You are responsible
for educating yourself—ignorance is not an excuse. There are many excellent articles online that explain font licensing. This article Fonts Licensing: The Ins and Outs of Legally Using Fonts is thorough and easy to read.

Design Competitions
Entering your work into competitions is excellent practice. Getting your work into juried competitions builds credibility and raises your profile.

Please plan to enter your student work in at least two (2) student competitions per academic year. Work with your instructors to determine the most appropriate shows to enter. Always include winning accomplishments on your résumé and feature this recognized work in your portfolio. And always share credit with your collaborators (students, faculty, etc.).

Instructor Responsibilities & Feedback
It’s my responsibility to help students grow and learn; provide clear instructions for projects and assessments, answer questions about assignments, identify additional resources as necessary, and review and update course content.

In most cases, students may expect a response to emails within 24 hours; assignment feedback within 3–5 business days; and assignment grades within 7 days of submitting final work via Canvas.

Late Work
Assignments that are turned in late will receive one letter grade lower per day (not per class period) for each day they are late.

Attendance Policy
- Regular and punctual attendance is mandatory.
- A tardy is defined as arriving ≥two minutes after class begins at 11:00am.
- If you arrive ≥30 minutes after class without a university approved excuse (see UNT policy 06.039) you’ll be marked absent and any work due that day will be considered late.
- Most lectures, demonstrations, and assignments will occur at the beginning of class periods and will not be repeated for those who arrive late. If you are late to class, you will need to notify me at the end of the class period to replace an absence with a tardy. Three tardies will constitute an absence.
- Three absences will be tolerated.
- More than three absences will require a note from a doctor or a note from the Department of Design office excusing the absence for a reason covered under UNT policy 06.039 (Student Attendance and Authorized Absences) in order to be counted as excused.
- More than three absences (4+) will lower your final grade by one letter grade per additional absence.
- Examinations, quizzes, and in-class assignments missed may only be made up with an official doctor’s excuse or note from the Studio Art office excusing the absence for a reason covered under UNT policy 06.039 (Student Attendance and Authorized Absences).
- Critiques missed may not be made up and grades will reflect the student’s failure to participate in the critique discussions.

In accordance with the UNT’s Attendance Policy (https://policy.unt.edu/policy/06-039)

A. An absence may be excused for the following reasons:
   1. a religious holy day, including travel for that purpose;
2. active military service, including travel for that purpose;
3. participation in an official university function;
4. illness or other extenuating circumstances;
5. pregnancy and parenting under Title IX; and
6. when the University is officially closed.

B. A student is responsible for requesting an excused absence in writing, providing satisfactory evidence to the faculty member to substantiate excused absence and delivering the request personally to the faculty member assigned to the course for which the student will be absent.

C. When an absence is excused, the faculty member will provide a reasonable time after the absence for the student to complete an assignment or examination missed.

D. Faculty members are required to find a fair resolution if a student missed an examination or assignment on days when the university is officially closed.

E. A student will not be penalized for an excused absence and will be allowed to take an examination or complete an assignment from which the student is excused within a reasonable period after the absence.

F. A student needing assistance verifying absences due to illness or extenuating circumstances for all courses should contact the Dean of Students office. The Dean of Students office will verify the student’s documentation and advocate on the student’s behalf, as appropriate, to instructors for excused absences.

Please familiarize yourself with the University’s attendance policy and be aware of your responsibilities should you require an excused absence.

COVID-19 Impact on Attendance
While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

If you are experiencing any symptoms of COVID-19 (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

Class Materials for Remote Instruction
Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam, microphone, Zoom and Canvas to participate in fully remote portions of the class. Additional required classroom materials for remote learning include those listed under Required Materials & Tools. Information on how to be successful in a remote learning environment can be found at https://online.unt.edu/learn.
Class Participation
Classroom participation and engagement are graded requirements of this course.

Syllabus Change Policy
It’s not unusual for assignments and schedules to be modified in response to the needs of students or the instructor. I reserve the right to adjust or change the course syllabus with or without notice. However, I will notify students of any changes to the syllabus, assignments, or schedule via Canvas.

UNT Policies

Academic Integrity Policy
Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Cheating & Plagiarism
Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term cheating includes, but is not limited to:

A. use of any unauthorized assistance to take exams, tests, quizzes, or other assessments;
B. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
C. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university;
D. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or
E. any other act designed to give a student an unfair advantage.

The term plagiarism includes, but is not limited to:

A. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and
B. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person’s mind and presenting it as one’s own. Copying someone else’s writing or art, intact or with inconsequential changes, and adding one’s name to the result constitutes plagiarism.

ADA Policy
UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as
early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website (https://disability.unt.edu/).

Emergency Notification & Procedures
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student’s records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University’s policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct (https://deanofstudents.unt.edu/conduct) to learn more.

Access to Information – Eagle Connect
Students’ access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student’s Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail Eagle Connect (https://it.unt.edu/eagleconnect).

Student Evaluation Administration Dates
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during week 14 (04/25–04/29) to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from “UNT SPOT Course Evaluations via IASystem Notification” (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (http://spot.unt.edu/) or email spot@unt.edu.
Sexual Assault Prevention
UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT’s Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at 940-565-2759.

Use of Student Work
A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) they create within a class and the University is not entitled to use any student work without the student’s permission unless all of the following criteria are met:

- the work is used only once;
- the work is not used in its entirety;
- use of the work does not affect any potential profits from the work;
- the student is not identified; and
- the work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student’s written permission.
Academic Support & Student Services

Student Support Services

Mental Health
UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- Student Health and Wellness Center (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- UNT Care Team (https://studentaffairs.unt.edu/care)
- Individual Counseling (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

Chosen Names
A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- UNT Records
- UNT ID Card
- UNT Email Address
- Legal Name

*UNT euIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Pronouns
Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don’t assume someone’s name, we should also ask and not assume someone’s pronouns.

You can add your pronouns to your Canvas account so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- What are pronouns and why are they important?
- How do I use pronouns?
- How do I share my pronouns?
- How do I ask for another person’s pronouns?
- How do I correct myself or others when the wrong pronoun is used?
Additional Student Support Services
- Registrar (https://registrar.unt.edu/registration)
- Financial Aid (https://financialaid.unt.edu/)
- Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)
- Career Center (https://studentaffairs.unt.edu/career-center)
- Multicultural Center (https://edo.unt.edu/multicultural-center)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- Pride Alliance (https://edo.unt.edu/pridealliance)
- UNT Food Pantry (https://deanofstudents.unt.edu/resources/food-pantry)

Academic Support Services
- Academic Resource Center (https://clear.unt.edu/canvas/student-resources)
- Academic Success Center (https://success.unt.edu/asc)
- UNT Libraries (https://library.unt.edu/)
- Writing Lab (http://writingcenter.unt.edu/)