ADES 3545-502 Motion Typography & Design

Instructor Contact
Name: David Wolske (he/him/his)
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Phone Number: (940) 565-3621 (Dept. of Design Office)

Office Hours*: Wednesdays, 1:00–3:00 PM
Office Location: ART 345 C

*Students may use the Calendar scheduler feature on Canvas to reserve 15-minute appointments

Course Description [from the University’s catalog]
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
ADES 3545-502 Motion Typography & Design is taught face-to-face this semester. I will not be offering remote instruction except in special and pre-arranged circumstances. Class will meet in ART 368 between 11:00 AM–1:50 PM 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
Teaching Philosophy
Design is a curiosity-driven activity. I challenge and support students through cooperative dialog and questioning as they develop a personalized creative practice rooted in research, collaboration, and critical engagement with culture.

Instructor Responsibilities and 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.

Supporting Your Success and Creating an Inclusive Learning Environment
I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. Please stop by my office and let me know if you ever feel this is not the case. We’re here to learn together.

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

Technical Requirements & Skills

Minimum Technology Requirements

- Computer with built-in speakers and microphone
- Reliable internet access
- External backup/storage drive: ≥1 TB
  - I strongly recommend taking advantage of OneDrive ([https://onedrive.untsystem.edu/](https://onedrive.untsystem.edu/))

- Canvas
- Zoom
- Adobe Creative Cloud
  - 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 and fonts
- Using presentation and graphics programs
Course Assignments and Assessments

<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 – <strong>Looping GIF</strong></td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Assignment 2 – <strong>Moving Posters</strong></td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Assignment 3 – <strong>Title Sequence</strong></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><strong>Total Points Possible</strong></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.

**Important Dates**

- **Thursday, February 9, 2023**
  David Wolske will be out town. Appropriate activities will be assigned, and class will be overseen by Whitney Holden, Lecturer in Communication Design.

- **Thursday, March 9, 2023**
  David Wolske will be out town. Appropriate activities will be assigned, and class will be overseen by Whitney Holden, Lecturer in Communication Design.
Course Policies

Class Participation
Classroom participation and engagement are graded requirements of this course.

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.

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 to get any information or assignments that were given in class. The instructor will not use 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.

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.

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.

My Social Media Policy
I use social media to share my creative research and professional activities. And while I don’t discourage students from viewing or following my accounts, I don’t extend or accept invitations to follow/friend current students. This policy helps maintain appropriate boundaries and avoid any suggestion of favoritism. After graduation, I’m happy to use social media to strengthen our professional relationships and networks.
Course Policies [continued]

Attendance Policy

Research has shown that students who attend classes are more likely to be successful. You should attend every class unless you have a university excused absence, such as active military service, a religious holy day, or an official university function, as stated in the Student Attendance and Authorized Absences policy (https://policy.unt.edu/policy/06-039). Please let me know if you cannot attend a class due to an emergency. Your safety and well-being are important to me.

- A tardy = entering the classroom at 11:04 AM or later.
  - 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.

- Every four (4) tardies = one (1) unexcused absence.

- If you enter the classroom after 11:30 AM without a university-approved excuse (see UNT policy 06.039) you'll be marked absent, and any work due that day will be late.

- Three absences are allowed.
  - More than three absences will require a note from a doctor or the Dept. of Design office excusing the absence for a reason covered under UNT policy 06.039 to be counted as excused.

- Four or more unexcused absences (4+) will lower your final grade by one letter grade per additional absence, e.g.:
  - Four (4) unexcused absences = one (1) final letter grade lower, e.g., “B” → “C.”
  - Five (5) unexcused absences = two (2) final letter grades lower, e.g., “B” → “D.”
  - Six (6) absences, excused or unexcused = I reserve the right to assign an “F” for the final letter grade.

- Examinations, quizzes, and in-class assignments missed may only be made up with an official doctor’s excuse or note from the Dept. of Design office excusing the absence for a reason covered under UNT policy 06.039.

- If you miss a critique, it may not be made up during class time.

Under UNT policy 06.039, 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.

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

COVID-19 Impact on Attendance
Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community. If you are experiencing any symptoms of COVID (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 Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

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.).

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.

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.
UNT Policies

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.

Academic Integrity Policy
According to UNT Policy 18.1.16, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, concealing sources, and sabotage.

Art/design plagiarism is the act of reproducing the work of another artist/designer and claiming it as your original work of art. This includes the use of Artificial Intelligence generated imagery and text. There are many legitimate reasons (conceptual, academic, practical, just for fun) for exploring AI imagery or text, but please discuss it with your instructor before using these technologies in your design projects.

A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Students caught cheating or plagiarizing in the Communication Design program will receive a “0” for that assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalties.

ADA Policy
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website at https://studentaffairs.unt.edu/office-disability-access. You may also contact ODA by phone at (940) 565-4323.
UNT Policies [continued]

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.

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.
UNT Policies [continued]

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.

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)
- **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)

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?**
Academic Support & Student Services [continued]

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/)