

# ADES 3545 [SECTION 504 ]

## MOTION TYPOGRAPHY + DESIGN

3 credit hours | Tuesday & Thursday, 11:00–1:50 | Classroom/Studio: ART 234A

Prerequisites: Students must have successfully completed **ADES 3500** and **ADES 3510**.

### Instructor

David Wolske | david.wolske@unt.edu

### Office Location + Hours

ART 261

Hours: Monday, 1:00–4:00; also available by email-scheduled appointments.

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### COURSE DESCRIPTION

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

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### REQUIRED TEXTBOOKS / READINGS

- *Adobe After Effects CC Classroom in a Book* (2018 release)
- Lynda.com
- **Additional relevant readings and tutorials may be assigned throughout the semester.**

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### COURSE OBJECTIVES

- Develop a foundational vocabulary for analysing, 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
- Demonstrate self-direction in ideation, iteration, production, and problem-solving

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### COURSE STRUCTURE

This class will be extremely demanding in mental focus and commitment involving many hours of homework. You may expect that 80–90% of class time will be spent in critique and discussion of work completed outside of class. The remaining 10–20% will be spent on in-class work, lecture and demonstration.

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## GRADING + EVALUATION

Each assignment is worth 100 points and will be evaluated on the following criteria:

- 50% . . . . . Attendance, participation, engagement, and attitude
- 40% . . . . . Design development and articulation
- 10% . . . . . Craftsmanship

Final grades will be determined by the following breakdown:

- 10% . . . . . Assignment 1: Emotional Typography . . . . . DUE: 02/01/18
- 10% . . . . . Quiz . . . . . 02/06/18
- 20% . . . . . Assignment 2: Animated Monogram/Logotype . . . . . DUE: 03/01/18
- 30% . . . . . Assignment 3: Speaker Series Announcement . . . . . DUE: 04/05/18
- 30% . . . . . Assignment 4: Lyric Video or Film Title Sequence . . . . . DUE: 05/03/18

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## ACCESS TO INFORMATION

Your access point for business and academic services at UNT occurs at <https://my.unt.edu/>. All official communication from the university will be delivered to your *Eagle Connect* account. For more information, please visit the website that explains *Eagle Connect* and how to forward your e-mail: <http://it.unt.edu/eagleconnect>

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## DISABILITY ACCOMMODATION

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 Accommodation (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 see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at (940) 565-4323.

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**RISK FACTOR**

Risk Factor = 2

In Level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to X-ACTO knife usage, adhesives, fumes, and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

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**EMERGENCIES**

UNT uses a system called *Eagle Alert* to quickly notify you 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). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <https://my.unt.edu/>. Some helpful emergency preparedness actions include:

- know the evacuation routes and severe weather shelter areas in the buildings where your classes are held.
- determine how you will contact family and friends if phones are temporarily unavailable.
- identify where you will go if you need to evacuate the Denton area suddenly.  
In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

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**ATTENDANCE POLICY**

**NOTE: April 2 is the last day to drop a course or withdraw from the semester with a grade of (W)**

Good attendance and punctuality are expected for this class and will strongly affect grades. Roll will be taken at the beginning of every class. You'll be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present to prevent being marked absent. This policy allows for two (2) "free" tardies. After the first two, every two additional (2) tardies will equal one (1) unexcused absence. Only two (2) unexcused absences will be accepted. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades. The fifth unexcused absence will lower your grade by three letter grades and so on. A total of six absences, excused or unexcused, will result in the student receiving a failing grade (**F**) for the class.

There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for 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 main office 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 main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

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### **ELECTRONIC DEVICES**

Cell phones should be turned off when class begins. Laptops will only be opened for in-class work. No social media, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

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### **GRADING POLICY**

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

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### **CHEATING + PLAGIARISM**

Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam (or specify alternative sanction, such as course failure). Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT Student Academic Integrity Policy Number 06.003, **cheating** means the use of unauthorized assistance in an academic exercise, including but not limited to:

- A** use of any unauthorized assistance to take exams, tests, quizzes, or other assessments;
- B** usage of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; usage without permission, of tests, notes, or other academic materials belonging to instructors, staff members, or other students of the university;
- C** dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor;
- D** any other act

The term **plagiarism** means use of another’s thoughts or words without proper attribution in any academic exercise, regardless of the student’s intent, including but 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 acknowledgement or citation.
- B** the knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in selling term papers or other academic materials.

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**RIGHTS AND RESPONSIBILITIES**

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See <http://deanofstudents.unt.edu/conduct> for further information.

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**FINANCIAL AID**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit <http://financialaid.unt.edu/> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course.

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your settings at <http://my.unt.edu/>

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**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, 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. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without proper written consent. You are encouraged to review the *Public Information Policy* and *Family Educational Rights and Privacy Act (FERPA)* laws and the university's policy in accordance with those mandates at <http://ferpa.unt.edu/index.html>.

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**STUDENT EVALUATION OF INSTRUCTION**

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. 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.

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**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 classrooms, labs, discussion groups, field trips, etc. The *Code of Student Conduct* can be found at <http://deanofstudents.unt.edu/conduct>.

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**SEXUAL DISCRIMINATION, HARASSMENT + ASSAULT**

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources\\_o](http://deanofstudents.unt.edu/resources_o). Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at (940) 565-2648. You are not alone. We are here to help.

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**SUCCEED AT UNT**

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. I am also fully committed to helping you succeed as a student. Here is a recipe for success in this class and at UNT:

- *Show up.*
- *Find support.*
- *Get advised.*
- *Be prepared.*
- *Get involved.*
- *Stay focused.*

Visit <http://success.unt.edu/> to learn more about campus resources and for information on how you can achieve success.

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**STUDENT WORK**

Throughout the semester you will be submitting digital copies of all completed assignments. You own the work you create in this course. However, UNT, CVAD, and the Department of Design may use, copy, reproduce, publish, distribute, or display your work, along with your name, for the purposes of promotion.

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**Instructor reserves the right to adjust or change the course syllabus with or without notice.**

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### STUDENT / FACULTY AGREEMENT

The syllabus is an agreement between the instructional faculty member teaching a course and the students enrolled in that course. The syllabus document establishes the instructional faculty member's expectations, providing students with an overview of course content and explanations of course guidelines, procedures and requirements. Consistent with UNT Policy 15.2.20, *Academic Freedom and Academic Responsibility*, instructional faculty have the academic freedom to design the course and present the syllabus as they wish, and instructional faculty have the academic responsibility to include specific items to fulfill state and institutional requirements. Other topics may be included at the discretion of the faculty member.

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally, "I agree to the terms and conditions outlined in the *Permission to Use Student Work* contract."

NAME (PRINT) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_