

## **MOTION DESIGN THEORY & METHODS**

### **MRTS 4411.001 & 002 - Spring 2022**

Class Time: (Sec. 001) Mon 9-11:50am, Tues 9:30am – 12:20pm

Classroom: RTFP 180Z

Professor: Johnathan Paul, *MFA, NWU, UAW*

Email: [Johnathan.Paul@unt.edu](mailto:Johnathan.Paul@unt.edu)

Office location: RTFP Rm. 225

Office Hours: Monday 4-5:30pm & Tuesday 12:30-1pm

(by appointment via email)

**Communication:** While I would like to be as available as possible to each of you, I still work outside of the University, so I must place some limitations on when I can be contacted. If you have a question that needs to be answered promptly, please contact me via email and I will respond within 24 hours on weekdays (usually sooner). Please do not expect a response over the weekend, or late in the evening.

For an office hour meeting contact me via email and we'll get you on the schedule ASAP. I'm here to help!

**Welcome to UNT!:** As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

**Pre-Requisites:** (*None Required*) While I don't require any prerequisites for *Motion Design Theory and Methods*, each student wanting to invest in a career in post production and the world of motion design are encouraged to take the following courses.

- MRTS 3220 – Film Styles Production
- MRTS 4411 – Introduction to Visual Editing
- MRTS 4740 – Theories and Techniques of Visual Editing
- Invest in a strong Knowledge Base of Photoshop and Illustrator

**Course Description and Objectives:** The objective of this course is to instruct students on how motion design theories and methods are utilized within several media disciplines. This instruction will cover the usage and techniques of motion graphics for narrative film, episodic content, documentary, branded media, and video games.

Students will gain a full understanding of the graphical user interface for After Effects and Cinema 4D, while also learning industry terminology, tools, and advanced techniques. Students will apply these learned skills through four modules during the semester.

Upon completion of the course students should:

- Have expertise utilizing platforms such as After Effects, Cinema 4D, Illustrator, and Photoshop.
- Have the knowledge to design, develop, and render professional motion graphics.
- Have a working knowledge of tool functions and terminology.
- Understanding how to perform visual effects compositing which can be used in film or television.
- Understanding of how to develop style frames for corporations and businesses.
- Understanding of how motion graphics are used as branded marketing tools.

**Suggested Texts:** (Not Required)

- Adobe After Effects CC Classroom in a Book (2020 Release)
- Design for Motion: Fundamentals and Techniques of Motion Design

**Course Expectations:** As an instructor, my goal is to provide each student with the information, terminology, techniques, and methods to succeed in this course and complete all required assignments. Motion Design is an art and craft unto itself. Professional editors and designers today understand and realize that you can no longer just be an artist of visual editing or game design. In order to teach you these theories and methods, I need you to be active and engaging in the process. I'll do everything I can to help guide you toward being a professional.

**Teaching Philosophy:** My job as an instructor is to ensure that you understand the base concepts, tools and techniques of Motion Design. As the saying goes, "my door is always open." I know it's cliché, but it's true. Your success is my top priority. If you ever need one-on-one help with any of the Demo's or Projects in this course all you need to do is ask.

In the past few years of teaching this course I've found that students tend to learn better when working at their own pace. With this said I will provide you with a module-based system that you can work through at your pace. This means you can follow the suggestions provided in this syllabus to ensure you complete all work, or, you can work ahead to complete the modules sooner. That decision is up to you.

We're going to have students with all sorts of different skill levels when it comes to the software and concepts that we will be using. At *your own pace*, should allow you to achieve maximum success. Again, your success is my #1 priority. If you ever feel you are not getting the most out of the class, or you have ideas on how I can make this class better for the online experience I welcome your constructive feedback.

Let's get to work!

## MRTS 4411 MOTION DESIGN THEORY & METHODS GRADING

### **1. MODULE ONE: An Introduction**

Demo #1: Designing with Illustrator = **5pts**

Module Project: *Infographics for Media* = **20pts**

**Module Total Points: 25pts**

### **2. MODULE TWO: Motion Design**

Demo Part One: Designing with Illustrator = **5pts**

Demo Part Two: Animating the Illustration = **5pts**

Module Project: Animated Illustration = **15pts**

**Module Total Points: 25pts**

### **3. MODULE THREE: Art of the Title**

Demo #1: Alpha Mattes & Blending Modes = **5pts**

Demo #2: 3D Space & Lighting = **5pts**

Module Project: MoGraph Title Intro = **15pts**

**Module Total Points: 25pts**

### **4. MODULE FOUR: Style Frames & VFX Compositing**

Demo #1: Animated Style Frame = **10pts**

Demo #2: Working with Green Screen & Assets = **5pts**

Module Project: Street Fighter Composite = **10pts**

**Module Total Points: 25pts**

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**TOTAL POSSIBLE POINTS: 100**

**A = 100 – 90%   B = 89 – 80%   C = 79 – 70%   D = 69 – 60%   F = 50% - below**

**Grading Expectations:** In regards to course grading. I follow the suggested schedule listed out below in this syllabus. Every 3-4 weeks I will review a new module and grade all projects submitted. So, grades will be posted every 3-4 weeks. Towards the end of the semester I will run through all demo's and projects without grades and grade each accordingly.

For any late work please see the next section.

**Late Projects:** All module work must be turned in by the final day of the semester. The assignment pages for each of your Demo's and Projects will highlight this **final due date**. Given the nature of the course, any late work submitted beyond this date will not be accepted.

If there are outside mitigating circumstances that you as a student experience, it is your responsibility to contact me as soon as possible. I'll be happy to work with you if appropriate.

**Tardiness and Absence Policy:** Given the nature of this course, and its online *work at your pace* style there will be no regular attendance. The responsibility to complete your work from each module is solely on you. Your participation in this class will be reflected in the work you submit and the time and effort that is shown through that work. This is a great opportunity to work through a course at your speed and pace, while also having the ability to connect with me in order to gain one-on-one help. Please don't squander that opportunity, utilize it and take advantage of it. Let's work together to make this class a success for you!

## **MRTS 4411 PROJECT OVERVIEW**

### **Motion Design Modules**

*Each Module will contain two tutorial demos to be completed in class. Once students have completed the required demos, they can work toward completing the Module Project.*

#### **Module One:** *Graphics User Interface, Animation Tools, Text, and Motion*

In this module, we will be working strictly with text to obtain the universal understanding of motion design tools and techniques. During this module, we will be designing and developing Animated Opening Titles, Animated Lower Thirds, and Animated Closing Credits to be used in narrative film, documentary, television and branded content.

#### **Module Two:** *Understanding Design, Animating Illustrations, Working with 3D Concepts*

In this module, we will start with the concepts of design. We will expand on these concepts by developing professional illustrations in Adobe Illustrator and Photoshop. Then bring those designs into After Effects for animation.

#### **Module Three:** *Advanced Concepts of Motion Design, Motion for Advertising, Title Sequences*

In this module, we will explore concepts of *motion* design as well as the industry of motion graphics. The demos will specifically look at how motion design used to prepare an audience for a visual story through title sequences. In this module we will look at more intermediate techniques to use 3D, Artificial Lighting, and more!

#### **Module Four:** *Concepts for Visual Effects, Tracking Motion, Compositing FX*

In this module, we will cover the professional world of visual effects and their history in the industry. Through our demos, we will focus on advanced techniques in motion and 3D tracking to apply motion designs and visual effects. We will also dive into the world of compositing FX and style frames, two vital techniques to visual effects.

## **MRTS 4411 SEMESTER SCHEDULE**

*Each Module will contain two tutorial demos to be completed in class. Once students have completed the required demos, they can work toward completing the Module Project.*

### **Module One:**

- Week 1**      **Graphics User Interface, Text and Motion** (Lecture)  
Working with Animation Tools, Text, and Motion
- Week 2**      **Motion Design Tools**  
Obtain a universal understanding of animation skills and techniques.  
*Module One Demo*
- Week 3**      **Infographics for Media**  
Designing animated infographics for film and branded content.  
*Infographics Project Tutorial*

### **Module Two:**

- Week 4**      **Concepts of Design** (Lecture)  
Core fundamentals of design within motion graphics and branded content.
- Week 5**      **Applying Concepts to Illustrations**  
Working with Illustrator for animation prep.  
*Module Two Demo Part One*
- Week 6**      **Applying Concepts to Illustrations**  
Animating the Illustration in After Effects.  
*Module Two Demo Part Two*
- Week 7**      **Animated Branded Content Design**  
*Branded Content Design Project Tutorial*

### **Module Three:**

- Week 8**      **Art of the Title & Motion Graphics as an Industry** (Lecture)  
Theories on best practices and opportunities in the industry.
- Week 9**      **Intermediate Design Techniques Part 1**  
Understanding Alpha Mattes & Blending Modes.  
*Module Three Demo #1*
- Week 10**      **Intermediate Design Techniques Part 2**  
Working within 3D space and applying artificial light.  
*Module Three Demo #2*
- Week 11**      **Title Design for Television**  
Learn how to recreate the intro title sequence for the *Preacher* TV Series.  
*Preacher Intro Title Design Project*

**Module Four:**

**Week 12      Concepts for Compositing & Visual Effects (Lecture)**

History and theories in the use of visual effects.  
Compositing images and adding motion

**Week 13      Style Frames and Their Use**

Develop your own style frame from royalty free stock images.

Module Four Demo #1

**Week 14      Best Practices of Green Screen Work**

Working with Green Screen for composite work.

Module Four Demo #2

**Week 15      VFX Composite**

Utilize various green screen and VFX assets to create a video game scene.

Street Fighter Retro VFX Project

## **UNIVERSITY AND SYLLABUS 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. [Insert specific sanction or academic penalty for specific academic integrity violation.]

### **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 \(https://disability.unt.edu/\)](https://disability.unt.edu/).

### **Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### **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) (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](https://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) (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 weeks 13, 14 and 15 [insert administration dates] of the long semesters 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/) (http://spot.unt.edu/) or email [spot@unt.edu](mailto: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](mailto: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](mailto:oeo@unt.edu) or at (940) 565 2759.

## **Important Notice for F-1 Students taking Distance Education Courses**

### **Federal Regulation**

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

### **University of North Texas Compliance**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities

such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

## **Student Verification**

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002)(<https://policy.unt.edu/policy/07-002>).

## **Use of Student Work**

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates 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.
- 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.

Download the UNT System Permission, Waiver and Release Form

## Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

## 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)  
(<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)  
(<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)  
(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/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 eulDs 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/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

## Academic Support Services

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