

MRTS 4411.001 & 002 – Motion Design Theory and Methods (Introduction to After Effects)
Fall Semester - 2020

Course Time: Section 001 (9:30am – 12:20pm), Section 002 (1:00pm – 3:50pm)

Instructor: Johnathan Paul

Email: johnathan.paul@unt.edu

Office: RTFP – 289

Office Hours: Monday 2pm – 5pm; Email to schedule a Zoom Conference.

Communication: While I want to make myself 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!

Pre-Requisites: (*Suggested Pre-Req's*)

- MRTS 3220 – Video Production
- MRTS 4740 – Theories and Techniques of Visual Editing
- Understanding of Photoshop and Illustrator are a plus, but not a requirement

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 graphics 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 knowledge to design, develop, and render professional motion graphics.
- Have a working knowledge of tool functions and terminology.
- Understanding of how to perform visual effects for film, television and video games.
- Understanding of how to develop UX and Motion designs for video games.
- Understanding of how motion graphics are used as branded marketing tools.

Suggested Texts:

- 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.

Course Organization: *Motion Design Theory and Methods* will use a module-based system to work from universal motion design concepts to more advanced skills and techniques with each successive module. Each module will contain two demos that the instructor will work through with the class, once completed students will then be tasked with completing the Module Project for grading.

Grading Breakdown:

Module One: Animated Infographics	25%
Module Two: Motion Illustration	25%
Module Three: Motion GUI Design	25%
Module Four: Complex FX Composite & Style Frame	25%
Total:	100%

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

Tardiness and Absence Policy:

Given the nature of this course your attendance is vital. Each student however will be given *two unexcused absences and two late arrivals without penalty*. Any unexcused absences beyond this will result in the deduction of 2% from the overall course grade percentage. Two late arrivals beyond the two given will result in an absence.*

It is vitally important to attend class each week on time as the information given will aid you in the completion of course objectives and projects.

** Please note that sending an email or leaving a voicemail **DOES NOT** automatically excuse an absence or late arrival.*

Late Projects:

Any late projects will be dropped one grade letter if not turned in by due date. If the project is not turned in by the next class period it will drop an additional grade letter, and so on with each passing class.

Hardware and Software Access

We will be using: *After Effects, Photoshop, Illustrator, and Cinema 4D (built into AE)*

Since this class is online, you are encouraged to use your home hardware and software to complete demos and projects. However, if your hardware is not compatible with running the software needed for this course, the Edit Labs and specifically Room 180Z (Mac Lab) will be available to you.

Please understand that space is limited in the Mac Lab due to social distancing guidelines, so plan appropriately. If you have no access at home or in the Labs please know that you can go to Willis Library and check out a Dell Laptop. <https://library.unt.edu/services/laptop-checkout/>

In terms of Adobe Creative Cloud, you are responsible for purchasing that software package when working off-campus. That software will be provided to you in the Labs and via Willis Library Laptop Checkout.

COVID-19 Requirements When on Campus

If and when you are on campus to utilize the edit labs be sure that you wear a mask. This is University policy and is non-negotiable. Also, ensure that you respect your fellow cohort and follow the Edit Lab social distancing guidelines, information is posted in the lab. Use hand sanitizer when entering and exiting the Mac Lab and Edit Lab as a whole. Stations are located in the lab near the mac lab door.

Please take care of yourself and each other. We want everyone to have access to the tools they need to be successful. If you have any additional needs related to COVID-19 please do not delay in contacting me via email. Your safety is my utmost concern.

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 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 is being used in advertising, social media, branded content and GUI Design. We will demo how to develop an advanced GUI animation for a user experience pitch for video games.

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.

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**
Working with Animation Tools, Text, and Motion
- Week 2** **Motion Design Tools**
Obtain the 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 – Project Due Week 4

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 and Photoshop for animation prep.
Module Two Demo
- Week 6** **Incorporating 3D Space**
Utilizing Cinema 4D with After Effects to develop animated design.
Branded Content Design Tutorial – Project Due Week 8
- Week 7** **Animated Branded Content Design**
Zoom Time Available for One-on-One Help

Module Three:

- Week 8** **Motion Graphics as an Industry (Lecture)**
Theories on best practices and opportunities in the industry.
- Week 9** **Professional Workflow and Plugins Integration**
Understanding advanced workflow methods, scripts and plugins.
Module Three Demo
- Week 10** **Incorporating 3D and GUI**
Utilizing Cinema 4D to develop and design GUI for video games.
GUI-UX Game Menu Design Tutorial – Project Due Week 12
- Week 11** **Animated GUI-UX Design**
Zoom Time Available for One-on-One Help

Module Four:

- Week 12** **Concepts for Visual Effects (Lecture)**
History and theories in the use of visual effects.
- Week 13** **NO CLASS -- Thanksgiving**
VFX Composite Design Tutorial – Project Due Week 15
- Week 14** **Compositing and Style Frames**
Developing style frames and compositing keyed footage for animation
Module Four Demo
- Week 15** **NO CLASS**
VFX Composite Design Due of Week 15

SYLLABUS POLICY:

While this syllabus outlines the expectations for successful completion of the course, it is not a contract. Therefore, some elements of the course may be altered by the Instructor as needed.

DROP POLICY:

As this is a Media Arts course, students without the correct prerequisites (both non-majors and pre-majors) are subject to being dropped from the course automatically with or without notice. Students absent on the first day of class who do not immediately contact the instructor with a legitimate excuse may be dropped immediately and without notice.

ODA INFORMATION:

The Department of Media Arts cooperates with the UNT Office of Disability Accommodation to make reasonable accommodations for qualified students. Students seeking accommodation must first register with the ODA to verify eligibility. If verified the ODA will provide an accommodation letter for faculty to initiate a confidential discussion of specific course needs. You may request accommodations at any time though you are encouraged to do so as early as possible in the semester in order to avoid delays in implementation. Students must obtain a new ODA letter and meet with their instructor at the beginning of each semester. For more information see disability.unt.edu or call **940.565.4323**.

SEMESTER EVALUATIONS:

Students should complete the SETE (Student Evaluation of Teaching Effectiveness). The SETE is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students is very important to the Department of Media Arts. And this evaluation is considered an important part of your participation in this class.

MOBILE DEVICE POLICY:

Department of Media Arts production courses prohibit the use of personal electronic devices during class, unless specifically determined by the individual Instructor. Unless those exceptions are contained in a course syllabus and/or altered by the instructor of record, department policy takes precedence.

Personal electronic devices include (but are not limited to) mobile phones, digital media players, digital readers/tablets, and some handheld computers. All devices should be turned off before entering the classroom or laboratory area. Personal computers and some tablets may be used in the classroom for note taking with instructor permission.

Each student will receive one warning. Afterwards, any student found in violation of the personal electronic device policy will incur a 5% penalty to their overall final course grade for each occurrence.

RELIGIOUS ACCOMMODATION:

HB 256 provides students with an excused absence from attending classes, taking examinations or other required activities in observance of a religious holy day and related travel. It also provides that students be given reasonable time to take an exam or complete an assignment. Requests for accommodation must be made to the instructor a minimum of three days prior to the observed religious holy day.

SUCCESS IN THE COURSE:

UNT endeavors to offer a high-quality education and a supportive environment to help you learn and develop as a future creative professional. My job is to help you make the most of that opportunity. Help me help you. Do your part by: Showing up. Being prepared. Staying Focused. Getting involved. Communicating with your advisors and finding support when you need it.

Everyone has a different learning style and learning pace. If you are having trouble with any aspects of the classroom instruction or assignments, please see me during the office hours listed above. If you cannot schedule time during the posted office hours contact me to make an additional appointment. In addition, there are numerous on-campus resources for help found at: success.unt.edu/.

ACADEMIC INTEGRITY:

This course adheres to the standards outlined by the University of North Texas Policy Office (sec: 18.1.16 Student Standards of Academic Integrity). Students who cheat or plagiarize in their work - submitting the work of others as their own, their own work from previous semesters and/or other classes instead of the assigned project- will not receive credit for that assignment. Students who cheat or plagiarize a second time or on the final editing assignment will receive a failing grade for the course. Offenses will be reported to the department chair and UNT Dean of Students. Detailed information is available at: http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

INCOMPLETE GRADE FOR THE COURSE:

From the UNT Office of the Registrar: An Incomplete Grade ("I") is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has a justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule.

Under no circumstances will an "Incomplete" be assigned automatically. A student must make a formal request from the instructor (see the above information from the UNT Registrar) which satisfies the listed guidelines, not have excessive absences or late arrivals, and be able to demonstrate proficiency in the creative and technical techniques covered in the course. All requests will be considered on a case by case basis and students must provide verifiable documentation of the reason for the request.

SUCCESS AND ACADEMIC INTEGRITY NOTES:

Submitting an assignment that mimics a pre-existing version, regardless of how a template for this action was obtained *is still plagiarism*. Within the editing industry this would result in banning the individual from future work, jeopardizing their career. In this course such an action is a direct violation of academic integrity and will be treated as such. The thing to remember above all else is:

Do Not Copy the Work of Others. Not Even from The Internet. Don't Do This.

The license agreement which provides the editing footage used in the course limits use to on campus editing assignments. Footage *is not to be downloaded from the server* for outside editing. Students who do so are in violation of academic integrity policies.

The network storage system *is not accessible outside of the editing lab*. Assignments submitted through online hosting or download sites will not be accepted unless otherwise stated.