

---

# JOUR499 Motion Design

---

## SYLLABUS

### COURSE DESCRIPTION

Visual, conceptual, technical and creative strategies, and processes to produce animations for multimedia environments.

This course focuses on designing motion, animation and time-based experiences for visual communication through studio exercises and visual problem solving. This course will cover motion design tools, technology and software to engage in challenges that build competencies in visual communication design contexts.

### LEARNING OUTCOMES

After completing this class students should be able to:

- Identify the history and development of motion design as a method of visual storytelling.
- Identify, analyze and discuss fundamental concepts of motion design and idea development.
- Demonstrate the integrated use of design, typography, sound, space, timing and animation to create and complete professional broadcast quality motion-based projects.

### COURSE METHODS

Students will gain knowledge and abilities through readings, lecture /case study presentations, technical demonstrations, design exercises, tutorials, process-based studio assignments, critique and class discussions, and individual student conferences.

### THE PROFESSOR

My name is Jason Porter. I have created art as an animator, illustrator, designer, and motion graphics artist for web, video games, film, and television commercials. I love animation and hope you will as well. To find out more about my work, my website is [jasonthewebsite.com](http://jasonthewebsite.com).

My office hours are Tuesday and Thursday, 8:30 – 10:30am in SJMC 238

This is the best way for you to come in and get help while working on your projects. The only way to reach me outside of class is through the class Slack channel or by email at [jp14@email.sc.edu](mailto:jp14@email.sc.edu).

## **EXPECTATIONS**

You will be required to use a variety of visual-communications skills and techniques to complete the assignments and projects for this course. Among these are computer programs in the Adobe Creative Suite—including Photoshop, Illustrator, and After Effects.

I will demonstrate the use of these tools in class, but it is up to you to master them—this takes time and patience. You will not succeed in this class if you fail to consistently watch the outside-of-class videos and practice. This class will require a good amount of out-of-class work – please plan your time accordingly.

I expect your best and most focused effort in your work at all times. This is a minimum, and it should go without mention. The fact that someone works hard in a college course doesn't have any bearing on how I score or evaluate work.

## **COURSE MATERIALS**

Useful website links, assignments, projects, grading information, and other course materials will be posted on Blackboard throughout the semester. I have also set up a Slack channel for further class discussion, required readings, and extended course materials. This will be the primary means of day-to-day communication for this class. It is your responsibility to familiarize yourself with these materials and keep them handy for in-class and study use. Your first participation assignment, due when the first class begins, is posted there.

Use the following to join the Slack channel:

helpful online resources will be posted to Blackboard and slack, such as Adobe, GrayMachine, Art of the Title, Motionographer, and the After Effects sub-reddit.

Please note that you will encounter limitless, free customizable templates for motion components. I am generally OK with you using these resources after you learn the basics of After Effects and you are capable of fully understanding, interpreting, and customizing the work that you use.

Lastly, you will need a Vimeo account to host videos.

## **TECHNOLOGY**

### **Lab Computers and Gear**

You can excel with provided lab facilities at SJMC. There is more than enough hardware and software for all. When working in labs, you will not be able to use the same workstation every time you sit down to work. This is normal. Lab computers are cleaned regularly. If you leave files on them, you will lose them. Regardless of whether you use lab computers, your own computer or a combination, you must have a large-capacity USB external hard drive [not a USB thumb drive] to store, move, and back up your work. Label your drive with your phone number in case you leave it in a lab.

### **Your Own Computers and Gear**

If you use your own computer, make sure that it can do the jobs you need, with appropriate software and storage (a subscription to Adobe Creative Cloud is \$20/mo for students). Your work will be held to the same standards regardless of the computer you use. Hardware or software issues are never an excuse for late, missing, or bad work. Technical problems are part of the process and solving them as they come up while allowing yourself enough time to make the deadline is part of your coursework and learning process.

## **DEADLINES**

I do not accept late work. You are professionals and I expect you to treat deadlines with the utmost priority.

If you have a medical, family, or other emergency that will prevent you from meeting a deadline, you must contact me to discuss the situation. Make up work due to extenuating circumstances will be determined on a case-by-case basis.

## **ATTENDANCE POLICY**

I will take attendance. You can miss a maximum of three classes without penalty. Beginning after that you will lose 5% of your final grade for each additional absence.

I will not determine "excusability." There is no difference between missing class due to illness, forgetfulness, student activities, athletics, comic cons, work schedules, jail, sweet internships, job interviews, etc. If I do not take attendance on a given day, you are counted as present for that day whether you were there or not. If I do take attendance, and you're not there when it is taken, you're absent.

## **ACADEMIC INTEGRITY & RESPONSIBILITY**

The University of South Carolina has clearly articulated its policies governing academic integrity, and students are encouraged to carefully review the policy on the Honor Code in the Carolina Community. Any deviation from these expectations will result in academic penalties as well as disciplinary action.

## **DISABILITIES**

Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, contact the Office of Student Disability Services. All accommodations must be approved through that office.

## **DIVERSITY**

The world of media—including those who labor within the industry, is a diverse community. Therefore, it is important that we foster understanding of issues and perspectives that are inclusive in terms of gender, race, ethnicity and sexual orientation. Please respect each other's opinions and refrain from personal attacks or demeaning comments of any kind.

## **FINE PRINT**

The work you make in this class is yours unless stated otherwise. You hold the copyright; you can do whatever you want with it afterwards. You are, however, making the work under the auspices of this course. As such, the work you make in this course might be used in the future, without necessarily contacting you in advance (though I will always make a good faith effort to contact you). For example, I may show your work to future or prospective students, use it in whole or excerpted in promotional material for SJMC, include it in future compilations, and so forth (appropriate credit to you will always be given).

## **GRADING**

I will not negotiate grades after the fact, however if you wish to dispute the grade of a specific assignment/project, you may do so within a week after a grade is received. After 7 days, your ability to dispute ends. I am unable to discuss grades or other personal academic matters via email or slack.

**Practical Projects (150 Points)**

There will be three individual projects focusing on skills and processes you will need to master. Projects will be assigned well in advance of their deadlines and will take time to complete properly. They will be graded on their completeness, adherence to the assignment and creative skill.

**Homework (40 Points)**

Homework will consist of four short-term assignments to familiarize yourself with important workflows you'll encounter in the Practical Projects. They will be given only a week before they are due. They will be graded on their technical completeness, adherence to the assignment, and creative skill.

**Participation (10 Points)**

Speaking about your work, as well as others, is essential for success in your professional career. Your participation in class discussions and critiques is expected.

**GRADE SCALE**

Grade	Percent Range	Standards
A	100 - 90	Excellent work
B+	89.9 - 85	Exceeds standards
B	84.9 - 80	Average work
C+	79.9 - 75	Slightly below standards
C	74.9 - 70	Below standards
D+	69.9 - 65	Unsatisfactory work
D	64.9 - 60	Very unsatisfactory work
F	59.9 - below	Fails to meet standards

## SCHEDULE

Date	Day	Topic	What's Due
22 - Aug	R	What is Motion Design	Slack Intro
27 - Aug	T	After Effects 101	
29 - Aug	R	The Bouncing Ball	
03 - Sept	T	10 Principles of Motion Design	
05 - Sept	R	Multiplane Moves	Bouncing Ball
10 - Sept	T	3D Cameras	
12 - Sept	R	Shape Layers	
17 - Sept	T	Text Tools	Multiplane
19 - Sept	R	Animating Masks	
24 - Sept	T	Scripting an Idea	Looping Shapes
26 - Sept	R	Audio and Kinetic Typography	
01 - Oct	T	Alpha Mattes & Overlapping Action	Animated Type
03 - Oct	R	Precomps and Masks	
08 - Oct	T	Branding Packages	P1 – Visual Script
10 - Oct	R	No Class – Fall Break.	
15 - Oct	T	Style Frames and Storyboards	P1 – Rough Cut
17 - Oct	R	Catch Up	
22 - Oct	T	Project Organization	P2 – Style Frames
24 - Oct	R	Studio Work	P1 - Final
29 - Oct	T	Project 1 Critique	P2 – Visual Script
31 - Oct	R	Project 1 Critique	
05 - Nov	T	Explainer Videos	P2 – Rough Draft
07 - Nov	R	Studio Work	
12 - Nov	T	Project 2 Critique	P3 - Proposal
14 - Nov	R	Project 2 Critique	P2 - Final
19 - Nov	T	Studio Work	P3 – Style Frames
21 - Nov	R	Studio Work	
26 - Nov	T	Studio Work	P3 – Visual Script
28 - Nov	R	No Class – Thanksgiving Break	
03 - Dec	T	Studio Work	P3 – Rough Cut
05 - Dec	R	Studio Work	
12 - Dec	R	No Class - Finals	P3 - Final