

GD5368.01 SPRING 2012  
**MOTION GRAPHICS**

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Tuesdays,  
4pm–10pm  
Br305  
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[ookb.co/mograph/](http://ookb.co/mograph/)  
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I don't really have  
office hours. If you  
need something  
outside of class  
please email me,  
and I'll get back to  
you as soon as I can.  
If it is an extreme  
circumstance,  
please call.

### **Catalog Description**

This course will focus on time-based design elements of space, pacing, motion as they relate to graphic communication. Projects will push the boundaries of emerging media environments & could explore designer-controlled narrative, haptic interaction, sound, or user interaction. May be repeated for up to 6 credits.

### **Course Description**

This class's goals are to engage motion graphics & web technologies as strategic mediums for experimentation & communication, while introducing some of the software & techniques for creating motion & interactive work.

The first section of the course will consist of a general After Effects “how to,” covering the basic functions that will allow students to build many kinds of basic animations directly or, by combining several simple steps to generate more complex results. From the initial techniques, students will be expected to jump in & figure out where & how this program can be used in their design/art practice.

The second portion will focus on interactivity for web & mobile devices. We will look at new interactive & video embedding capabilities in HTML5, animation using CSS3 transitions, and some jQuery/Javascript Magic. Taking a variety of (mostly) pre-written code, students will focus on tweaking it to their needs as a way of laying a foundation for more complex coding in the future.

### **Student Responsibilities**

- *You are responsible for your own learning within the framework of the course.*
- *You are expected to treat classmates fairly & respectfully.*
- *Projects are presented as specific opportunities; you are responsible for taking advantage of these opportunities in the pursuit of your own growth & learning.*
- *You are in charge of monitoring your own progress & fulfilling academic responsibilities as they have been laid out. As such, you are responsible for checking listed schedules & being prepared for class activities & discussions as they arise.*

**NOTE:**

On Critique days it is important to have tested & loaded videos + files prior to class starting so as not to waste our time once class starts.

### **Attendance**

Attendance & punctuality will be monitored and will strongly affect your grade. In the case of an illness or emergency where you will not be able to attend a class (or if you must arrive late or leave early for some important reason) please contact me as far in advance as possible.

In the advent of an absence, you are responsible for being up to date with in-class materials and information by the time the class meets again the following week. Everything is outlined in decent detail in this syllabus or on the project guidelines you'll be given.

Unexcused absence from more than three classes will result in a failing grade—this is standard MICA policy.

**Supply List**

1. You all need a Vimeo ([vimeo.com](http://vimeo.com)) account for the uploading and embedding of project videos. It will be easier to keep track of all of them if they are up on the web and easily accessible to me and the rest of the class. There will be a group setup for the class where all final videos will be submitted.
2. You'll need a portable drive of some sort (flashdrive/jumpdrive/external HD/SD card) for the saving and transportation of your working files. I'll have a drive on critique days to collect additional completed work files for grading if for some reason they cannot be uploaded to Vimeo or to the class website.
3. It will also be useful for you to have access to a digital camera—preferably one that takes video. There are 2 DV cameras available for check-out for the class as well.
4. Please get a copy of *Understanding Comics* by Scott McCloud, we'll do a handful of readings from it. (You can buy it on amazon.com here: [bookb.co/understanding-comics](http://bookb.co/understanding-comics))

**ADA Compliance Statement**

Learning Resource Center ADA Compliance Statement Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Please contact the Learning Resource Center at 410-225-2416, in Bunting 458, to establish eligibility and coordinate reasonable accommodations. For additional information please refer to: <http://www.mica.edu/LRC>

**HEALTH AND SAFETY COMPLIANCE**

*From the Office of Environmental Health and Safety (EHS)*

It is the responsibility of faculty and students to practice health and safety guidelines relevant to their individual activities, processes, and to review MICA's Emergency Action Plan and attend EHS training. It is each faculty member's responsibility to coordinate with the EHS Office to ensure that all risks associated with their class activities are identified and to assure that their respective classroom procedures mirror the EHS and Academic Department guidelines. Each of these policies and procedures must be followed by all students and faculty. Most importantly, faculty are to act in accordance with all safety compliance, state and federal, as employees of this college and are expected to act as examples of how to create art in a way to minimize risk, and reduce harm to themselves and the environment. Faculty must identify, within each art making process, and require personal protection equipment use, by each student for each class, when applicable. Students are required to purchase personal protection equipment appropriate to their major. Those students who do not have the proper personal protection equipment will not be permitted to attend class until safe measures and personal protection is in place.

### **Grading/Evaluation**

One grade will be awarded per project unless otherwise noted. Each grade will evaluate process, execution, and presentation. The final grade for the semester will be an average of all project grades, plus a final evaluation of quality of resolve and follow-through in a student's work, visual experimentation, growth of skills, and class participation + preparedness throughout the semester.

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- *Class participation is paramount & should show marked progress in the student's ability to talk about design intelligently & constructively.*
- *Grades for late projects will be lowered one letter grade for each class period that they are late.*
- *Punctuality & participation to in-progress & final critiques will have an impact on the grade for each project.*
- *Work lost due to technological problems will be considered late. It is important to get in the habit of backing up & duplicating files. Technical trouble is not a valid excuse for missing a deadline—neither academically nor professionally.*

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**A:** *Student's work and effort far exceed expectations.  
Outstanding problem solving, ability to communicate ideas, & craft.  
Exceptional class participation & attendance.*

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**B:** *Student's work and effort are above-average achievement.  
Above-average problem solving, ability to communicate ideas, & craft.  
Excellent class participation & attendance.*

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**C:** *Student's work and effort are acceptable.  
Adequate problem solving, ability to communicate ideas, & craft.  
Acceptable class participation & attendance.*

Remember, a "C"  
is supposed to be  
average.

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**D:** *Student's work and effort are below average.  
Problem solving, ability to communicate ideas, & craft are below acceptable  
standards. Unsatisfactory class participation & attendance.*

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**F:** *Student's work and effort are unacceptable.  
Unacceptable problem solving, ability to communicate ideas, & craft.  
Inappropriate class participation & attendance.*

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## PROJECTS

### **Project 1:** *The Animated Text.*

I know we've done some simple, maybe a little bit boring, things to start out with, but it is all for a reason—this project specifically. Using all the various tools and functions and techniques we've seen in the last few weeks (or will see) you'll need to build an animation of text elements (and simple design elements). I encourage you to find an existing project or idea that you can use for this.

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### **Project 2:** *Speculative Design.*

Where use of motion graphics is often seen today is in speculative videos to either show design ideas, quickly mockup user interfaces, or give us a lens into a possible future. We'll look into how one can use AfterEffects and simple video skills to build their own examples of this.

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### **Project 3:** *Take it to the Web!*

The final product of this project will be a website build with simple HTML5, CSS3, and Javascript that we look at in the last weeks of class. We'll build a simple website that acts as a player for the videos we've made earlier in the term. We'll also look at ways you can create motion and active elements directly in a webpage with nothing more than a few lines of code. We'll briefly cover how the codebase used will work in a mobile environment as well.

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### **Semi-Weekly Design-A-Mations**

*(completed over the course of the term in class)*

You will each be responsible for completing several short design-a-mations for the class website. Each week where one is required there will be a prompt or theme for the pieces, usually based on the demos done that day. They must adhere to these constraints:

**SIZE:** NTSC D1 Square Pixel

**DURATION:** differs piece to piece, but will be declared each day

*Design-a-mations must be completed in the time allotted in class.*

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There will end up being about 5-6 of these—all meant to be completed in class. Basically, it's a good way to get some practice in AfterEffects, receive help during class-time, & generate some potential portfolio pieces.

### **Readings**

There will be a handful of short readings this term. The only book I ask you buy is *Understanding Comics* by Scott McCloud. We will be reading chapters 3,4 & 6 over weeks 3 & 4. Though technically about comics, it contains a lot of useful information in the breaking down and understanding of dealing with time + motion concerns, and I believe provides a useful introduction towards dealing with these concerns from a design point-of-view.

You can buy it on amazon here: [ookb.co/understanding-comics](http://ookb.co/understanding-comics)

Any other readings assigned will be provided as a PDF or as web-url.

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#### **OTHER READINGS**

**SPACE-TIME PROBLEMS**  
[ookb.co/space-time-1](http://ookb.co/space-time-1)  
[ookb.co/space-time-2](http://ookb.co/space-time-2)  
**HTML5:**  
[ookb.co/html5-book](http://ookb.co/html5-book)  
**CSS3:**  
[ookb.co/css3-book](http://ookb.co/css3-book)

**INITIAL TIMELINE****WK 1. 1/17**

Intro to motion graphics: *down and dirty intro to AE — precomp demo — use it to show the basic tools, etc.*

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 HOMEWORK: bring in a “motion graphic” that you think is a good example of “motion graphics” or that is an example of something you’re hoping to learn how to make. We’ll look at them in class next week, briefly analyze them, & talk about how from building up a few simple things you can recreate most of them. *email me a link to them by 3pm next tuesday.*

**WK 2. 1/24**

Types of Motion

1. Look at various things people have brought in — analyze what is happening in them from a simple motion perspective. What does the motion add from a design point of view? What about kinds of motion being used? 2. Simple Kinds of motion  
 3. Three hour (AE) tour

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*Easy in class Design-a-mation: kinds of change/motion! - use all the types of motion from GD new basics in a single animation.*

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 Discuss project 1 — animated text. due wk6.

**WK 3. 1/31**

Delving Deeper into AE part 1  
 More inclass Demos + “Design-a-mation”

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*in class Design-a-mation: simple camera maze*

**WK 4. 2/7**

Delving Deeper into AE part 2  
 More inclass Demos + “Design-a-mation”

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*in class Design-a-mation: Animated Word*

**WK 5. 2/14**

Motion Tracking p1  
 Demos, Design-a-mation +  
 working day for project 1: Animated Texts

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*In class Design-a-mation: 10 Second Valentines!*

**WK6. 2/21**

Motion Tracking p2

- Look at Animated Text project results.  
 - Talk about next project: Speculative Design, due wk 11  
 - Motion Tracking part 2 demos

**WK7. 2/28**

Video Stuff

I am trying to find someone to come in to give a simple overview of video editing/importing/exporting

**WK8. 3/6**

Working week, more video stuff if necessary.

**WK9. 3/13 — NO CLASS DUE TO SPRING BREAK****WK10. 3/20**

I’m going to be gone this week, so I’m trying to find someone to come in to show you some more Mo-Graph demos or video stuff if possible.

**WK11. 3/27**

Present Speculative designs

Start up Web portion: Intro to New Web tech — super quick overview of HTML5, CSS3, and JS stuff + Assign final project, due wk 16.

**WK12. 4/3**

HTML5 video & some CSS3 Animations

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*in class Design-a-mation: HTML5 Video as Background Images*

**WK13. 4/10**

some CSS3 Animations, Some simple JS controls, work day

**WK14. 4/17**

JS simple slideshow, work day

**WK15. 4/24**

JS show/hide dropdowns, work day

**WK16. 5/1**

Present Websites. Final look at everything.