



MOTION DESIGN I

COURSE SYLLABUS

Fort Hays State University
College of Arts, Humanities, and Social Sciences
Department of Art and Design
Thomas Giebler

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COURSE INFORMATION

ART 651 - Motion Design I

Credit Hours // 3.0

Semester & Year // Spring 2024

Course Prerequisites // Introduction to Animation

Location of Class // AD 202 (*Schmidt Foundation Center for Art and Design, Room 202*)

Class Time // Monday/Wednesday/Friday - 10:30 AM – 12:20 PM

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INSTRUCTOR INFORMATION

Thomas Giebler

Assistant Professor of Motion Design & Animation

Office: Schmidt Foundation Center for Art and Design, Room 211

Office Hours: By appointment; <https://calendly.com/tjgiebler2>

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ART & DESIGN DEPARTMENT OFFICE

Lauren Sargent

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TEXTBOOK AND COURSE MATERIALS

Technology Requirement:

All students enrolled at Fort Hays State University are expected to have a computer* for use in a variety of university learning experiences. ***On-campus students are expected to have a laptop to ensure mobility.**

TigerTech only provides assistance with accessing and using FHSU hosted systems and University-owned equipment. FHSU does not sell computers and does not provide computer repair for student devices.

Hardware:

To meet basic security, networking, and upgrade requirements, your computer should be running Windows 7 (or newer) or Mac OS X (or newer). Ideally, your computer's warranty should be supported by the manufacturer throughout your college career. Chromebooks and iPads are not recommended for use as your primary device due to limited functionality. Ask your instructor or academic department to learn about any specific technology requirements that may apply for each course in which you are enrolled.

Software:

Enrolled students at FHSU can take advantage of a variety of options to get FREE and/or discounted software for use on personal devices at www.fhsu.edu/tigertech/software/. If you have any technical issues, contact FHSU TigerTech 785-628-3478, notify to the instructor.

Motion design and animation require some horsepower when it comes to hardware and software. The computers in either design department laboratories are sufficiently updated and should be utilized as much as possible for student projects.

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COURSE DESCRIPTION

Motion Design is the intersection of design and animation, usually to serve a specific communication. Motion designers bring life to film, television, gaming, and music industry projects and are becoming essential in many areas, including manufacturing, advertising, software development, and scientific research. The Motion Design course will introduce students to animation and motion graphics. The class then evolves to the basic principles of animation and visual storytelling, creating storyboards and style frames. Students will learn how to apply the principles of traditional graphic design they already possess to time-based media. Adobe After Effects is the essential software motion designers use and will be the primary program for course lessons and workshops.



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COURSE LEARNING OUTCOMES

After completing this course, students will be able to

- Apply the basic principles of animation to motion graphics
- Navigate Adobe After Effects basics: layers, compositions, effects, timeline, 3D basics, and rendering
- Create type animations
- Compile useful storyboards and style frames
- Work with shape layers
- Prepare artwork for animation
- Apply proper file organization
- Plan for working with video footage and photography

Prerequisites:

Motion Design I is a beginning level motion design course, and students should have some experience with animation concepts and primary software. A basic knowledge of design concepts and procedures is also recommended.

Course Expectations:

To be successful in this course, students will be expected to:

- Deliver projects with a cohesive idea or design concept
- Meet the requirements of the given assignment
- Appropriately justify story and design concepts in their own work - Compare and contrast personal ideas with the work of others
- Apply critical thinking and judgment in order to solve problems
- Manage time, plan for projects, and be present for class activities.

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TEACHING, LEARNING METHODS, & COURSE STRUCTURE

Blackboard

This tool is a university standard and will serve as the central hub for this class. Here you will find announcements, project information, links to video content, and more. Blackboard is also where you will turn in assignments. So, for this class, it will often require uploading a video within the relevant project module. Blackboard is good about sending alerts, but it *is always good to check the course page early and often.*



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VidGrid

Used in connection with Blackboard, VidGrid is a video service that will host example videos, reels of relevant work, or any other video necessary for the course. Short tutorials and other video content will also be served with VidGrid.

Instructional Approach & Course Structure:

The instruction in this course centers around advancing animation and design skills through advanced techniques. The Lessons will rotate between lectures on design and methods to best practices, workshop-based software instruction, and stories from real-world experiences. The following is a breakdown of how the course is structured.

- The structure of the course revolves around (4) core projects and (1) final assignment.
- Projects are posted in the Learning Modules section on Blackboard, including requirements and deadlines.
- Once complete, students are required to upload projects within the appropriate assignment module before the deadline. - Students will present work for critique in a classroom setting.
- Scheduled class sessions consist of lectures and software demonstrations delivered in-person.
- Recorded class sessions will post for study and reference.
- Additional curriculum includes hands-on equipment demonstrations, workshops, and guest speakers.
- Adobe After Effects is the primary software programs taught in this course.

NOTES:



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COURSE SCHEDULE

This schedule is tentative and might change during the semester.

The content is subject to change depending on students' interest and progress. Students will be notified of the changes through announcements either in the class or at the Blackboard course site.

WEEK/DATES	TOPICS/LESSONS	PROJECTS
WEEK 1 Jan 15	Objective: Overview of the course and introduction to motion graphics and animation + storyboard techniques.	Project 1 STUDIO STORYBOARD
WEEK 2 Jan 22	Objective: After Effects overview.	
WEEK 3 Jan 29	Objective: Creating and importing artwork and other source imagery into After Effects, and basic keyframing.	Project 2 CONCEPTUAL COUNTDOWN
WEEK 4 Feb 5	Objective: The principles of animation and the importance of timing and animation curves.	
WEEK 5 Feb 12	Objective: Continue the fundamentals of animation, key-frame basics, and basic typography.	
WEEK 6 Feb 19	Objective: How to work with shape layers, masks, mattes, and other elements within After Effects.	Project 3 MOVING QUOTE
WEEK 7 Feb 26	Objective: Lectures and demonstrations on parenting and motion sketch.	
WEEK 8 March 4	Objective: An introduction into basic 3D layers and animation within After Effects.	
WEEK 9	SPRING BREAK	Project 4 REPEATING ROBOT
WEEK 10 March 18	Objective: Lectures and demonstrations on puppet tool and additional information on 3D workflows.	
WEEK 11 March 25	Objective: Lectures and demonstrations on basic composite techniques and mattes.	
WEEK 12 April 1	Objective: Lectures and demonstrations on plug-ins and effects.	
WEEK 13 April 8	Objective: Lectures and demonstrations on basic particle effects and other specialized effects.	Project 5 FINAL
WEEK 14 April 15	Objective: Lectures and demonstrations on puppet tool and additional information on 3D workflows.	
WEEK 15 April 22	Objective: Introduction to SFX	
WEEK 16 April 29	Objective: Final project work	
WEEK 17 May 6	Objective: Finals Week	



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ASSESSMENT METHODS AND GRADING SCALE

There are 1000 points for this course. The grade you earn for this course depends on the total number of points you earn throughout the semester. The assessment methods and grading scale are as follows:

Assessment Methods	How Many	Unit Points	Total Unit Points	Percentage
Participation	N/A	N/A	150	15%
Standard Projects	4	150	600	60%
Final Project	1	250	250	25%

= A (90% and above)

= B (80%-89%)

= C (70%-79%)

= D (60%-69%)

= U (below 60%)

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STUDENT HELP RESOURCES

Students have access to academic services, technical support and student services at Fort Hays State University. You can find the resources online at [FHSU Blackboard Student Tutorials](#). For more information you can contact TigerTech at 785-628-3478 or [FHSU TigerTech](#).

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COURSE POLICIES

Class Attendance/Participation:

It is your responsibility to attend class on time and consistently. The instructor will post updates on Blackboard, but if you miss class, you will inevitably miss crucial information. In addition, attendance will be regularly recorded and factored into the overall grade.

More than three unexcused absences during the semester will result in A FULL LETTER GRADE down for every additional absence for the final grade.

Assignment Due Date:

Unless prior arrangements are made, all projects are due by start of class on the noted day. For every day late a project is turned in, the equivalent of one letter grade worth of points will be deducted from the total grade.



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Procedures for Assignment Submission:

Each project will have an associated Learning Module on Blackboard. Students will be required to upload their finished project in the appropriate place before the due date.

Fees:

This course has no additional art fees.

Other Policies:

Academic integrity is essential. Students are expected to find inspiration, but if you directly copy existing work, severe penalties will be enforced.

Unless using a mobile device for research or taking notes, please keep them silent and out-of-reach.

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UNIVERSITY POLICIES

- Academic Honesty

- Attendance

- Withdrawal

- Student Accessibility Services - Kelly Center Support Services

- **Title IX Policy** : FHSU is committed to fostering a safe and productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender, and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence, sexual harassment, sexual misconduct, domestic and dating violence, and stalking. If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact Amy Schaffer, University Compliance Officer and the FHSU Title IX Coordinator, at alschaffer@fhsu.edu or (785) 628-4175. The Compliance Officer can help connect you to campus and outside resources, discuss all of your reporting options, and assist with any concerns you may have.

- Career Services

- Technology Services

- Smarthinking