Art 426: Motion Graphics
Meeting times: Tuesdays and Thursdays, 2:00-4:40 PM MIT 367
Instructor: Jessica Fenlon
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Course Objectives

This course introduces storyboard conceptualization, production, and staged creation of motion graphic design workflows. Students will learn to create engaging time-based animations for various end-user video platforms. Typography, graphics, photography, video and audio content will be managed, created, and used to develop an array of design solution skills. Other goals include the development of global technical, verbal, experimental and conceptual design skills that will serve the student in many creative and design contexts.

Students will learn to ...

✴ Effectively manage time as a design element
✴ Integrate animation and sound
✴ Work collaboratively with creative partners
✴ Understand various video codecs and proper uses for each
✴ Present, discuss, and articulate concepts through analysis, research, and idea development related to course topics

Required Materials

✴ External Hard-Drive (If working on lab machines)
✴ Software: After Effects CC.
✴ Headphones
✴ Sketchbook

Sketchbook will be used for creating storyboards, concept development, design workflow and progress documentation of assigned projects, as well as to sketch. This sketchbook, as a process book, must be turned in with your final project.

Note: Purchasing the software is not mandatory. It is beneficial to learn the latest version of After Effects and to have it available for practice and project completion. Other motion graphics software may also be taught in this course; After Effects will be used to bring multiple elements together and finish work.
Projects
Specific details for each assignment will be provided at each project launch. The project outline below could be modified as class needs dictate.

- 1. Music Animation/Kinetic Typography
- 2. TV / webseries opening sequence
- 3. 48 hour film challenge prep
- 4. Product launch sequence
- 5. FINAL PROJECT

In-Class Activities
Lecture/Demo. Hands-on training working with AfterEffects CC, to produce the assigned projects related to course lectures and demonstrations. Each day attendance will be taken and a lab assignment might be given. You must complete the assignment and hand it in or show it to the instructor at the end of class to earn your participation points.

Critiques/Discussion. All students will be in attendance and on time with the required assignment completed. There will be three types of critiques: class critique, group critique, and one-on-one critique.

Workshop. You can work on your project; do your research; interact with your classmates or ask for help from your instructor. You must be present in class during scheduled workdays.

Overall course requirements
Students are to arrive prepared to ignore limits, to engage in content, and to invent something new. The “laboratory” is a place where students enter an open space of learning. It is expected students will attend all classes and bring creative force, enthusiasm, imagination dedication, and an open mind to their own development for these are qualities that cannot be taught, they can only be stimulated and appreciated. The assignments in this course will expose students to the same kind of thought processes and problem-solving methods that they will need to understand and employ as professionals.

Students who demonstrate a lack of motivation in attendance, professionalism, and/or in completing their work on a timely basis will be asked to drop the class.

Participation and Attendance: Class discussions, critiques, Q&A sessions are critical to creating growth within each student, therefore, participation and attendance are components of the final grade.
**Readings + Research:** Students are expected to engage in all assignments and classroom discourse with depth and research supported by critical discourse. For each reading assignment students must accompany their critical reflection with research related to the topic at hand. Articles and books must be properly cited using MLA guidelines.

**Writing:** Students will be required to document and retain observations and findings, analysis, time spent to complete tasks, and critical summaries for each stage of each project. All process documentation is to be included with the submission of each assignment.

**No cell phones allowed in class.** It is extremely disruptive to the class when phones start ringing and pinging. Class time is to work on projects, exercises, discussions, etc. that we are currently engaged in. Students are not to work on outside projects in class. Use class time wisely and efficiently.

**Be prepared appropriately for class.** Bring all “process” work and necessary supplies to class. Effective time management is crucial to your success as a professional. Do not procrastinate. Expect to feel unsure most of the time; this is a sign that you are making progress, taking risks, discovering. Move forward in your process even when you feel unsure. Be sure to meet every interim deadline by having readings completed, journal entries thoughtfully written and/or visuals to show, not just verbal explanations.

**Process Book**

A Process Book is a collection of your thoughts, notations, ideas, rough thumbnails, sketches, refinements, design permutations, and research for all class lectures, workshops and projects, comments from critiques for each project. It is 20% of each final project grade. It is important to document and retain every aspect of your ideation in chronological order. For the documentation of your creative provenance and will allow you to have a better understanding of what you did and how you did it. Furthermore, it is important to note, that some manifestation of the process book could eventually become part of your professional portfolio.

**Process Book Requirements**

A Process Book is to accompany each final project. Document and retain every aspect of your thinking, decision-making, and creative process. I expect to see notation on a class-to-class basis. Think of the process book as a important part of how designers research visually and in written form. The more versed you become in your design process and the methodologies and strategies used by professionals in and outside of
your profession, the better you will be able to articulate to peers, employers and clients the work. **A process book is 20% of your project’s final grade.**

- Document methodologies used in design research
- Demonstrate one’s thinking process (ideation, planning, reflection, and critical analysis)
- Demonstrate visual working/thinking processes
- Demonstrate one’s understanding of the value of an effective design process
- Demonstrate one’s understanding of how to strategically manage each phase of a project’s development, so that a diverse array of options can be evaluated and then acted upon or rejected in a time-efficient manner.