

**DsGD 131 Sec 1**  
**Motion Graphics**

Spring 2019, Tue & Thur 3:00 PM - 5:50 PM, IS Building 226

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Office hours: Tue & Thur  
11am-12pm (or by appointment)  
Art Building 229

**Prerequisites** Acceptance to the BFA Graphic Design Program

**Faculty Web Page and MYSJSU Messaging** Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking with my emails and/or the messaging system through MySJSU at <http://my.sjsu.edu> to learn of any updates.

**Course Description** This course is organized to teach the aesthetics and fundamentals of motion and its application to design and media arts through an introduction of the basic concepts and tools for the design of moving images. In a series of assignments and a final project, students will explore principles and aesthetics of moving imagery including timing, pacing, repetition, editing, composition, resolution, process, and the link between sound and image. Class time will include class discussions, student presentations, software and equipment tutorials and studio time for project development. Emphasis will be placed on developing a coherent spoken and visual vocabulary and its integration with artistic concepts.

**Course Goals** This course introduces students to various topics about time-based media such as motion graphics, animation, music video, projection mapping, VR/AR, dynamic branding, interactive digital media, generative moving typography and more. Students will implement design strategies that enhance clarity, density, and dimensionality in time-based media and focuses on historical, cultural and conceptual implications of context. Professional best practices of the motion design process will be emphasized. Creative projects and exercises will be developed throughout the course by applying the various skills acquired in class in the service of perception and communication. During the semester, students will complete a series of exercises, will analyze and discuss various time-based media and present final prototypes.

**Course Learning Outcomes** Upon successful completion of this course, students will be able to:

- LO 1 recognize vocabulary and visual language for motion;
- LO 2 demonstrate an understanding of motion graphic design principles;
- LO 3 identify methods and processes for conceptualizing in time-based media;
- LO 4 build various visual elements (diagramming, story boarding, key framing, etc.);
- LO 5 explore interactive experiences in context to current digital media technology, incorporating both design solutions and up-to-dated web technology.
- LO 6 develop innovative forms and styles based on the design concept;

LO 7 organize information to make compelling and experimental visual expressions for presentation.

- Recommended Texts/Readings**
- Lynda.com After Effect Tutorial for Free (<https://www.lynda.com/After-Effects-tutorials/After-Effects-CC-Essential-Training-2015/371399-2.html>)
  - AE Plug-ins (<https://aescrpts.com/>)
  - Mattrunks AE Tutorials (<https://mattrunks.com/en/tutorials>)
  - Crerative Dojo Tutorials (<https://creativedojo.net/tutorials/>)
  - Madmapper - Projection Mapping Tool (<https://madmapper.com/>)
  - A-Frame (webVR JavaScript library) (<https://aframe.io/docs/0.8.0/introduction/>)

Additional reading list will be provided throughout the semester.

**Library Resources (liaison)** The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design on-line at <http://libguides.sjsu.edu/design> or by appointment with Librarian Teresa Slobuski. She may be contacted at [teresa.slobuski@sjsu.edu](mailto:teresa.slobuski@sjsu.edu) or 808-2318.

- Required Materials**
- Wireless laptop computer with software (Adobe Creative Suite) and type fonts.
  - Appropriate type fonts
  - Camera (DSLR camera with video function is recommended) or Video Camcorder
  - Audio Recorder (optional)
  - Always have your working digital files, and research and reference materials
  - Reliable data backup
  - Wireless network access: <https://sjsuone.sjsu.edu/>
  - ink-jet printer (11 x 17 recommended)
  - Drawing implements and papers, pencils, felt-tip markers (basic set)
  - Cutting tools (x-acto knife, metal ruler, cutting mat)
  - Graphic arts adhesive (no spraying allowed in building)

**Required Software** Adobe Creative Suite (After Effects, Illustrator, Photoshop, Premiere), Audacity  
**Optional software:** Madmapper, Processing, p5.js, a-frame.js, and other VR/AR or motion-based software.

**Administrative Policies** This course is an essential component of your curriculum at SJSU. We have a good amount of work to complete this course, so in order to professionally and effectively deliver the curriculum it is necessary to establish some ground rules. Students are expected to read this syllabus thoroughly and to observe all of the regulations laid out below.

**Assignments** There are three projects in this course: **1) Animated Infographic 2) Movie Title Design and 3) Dynamic Branding in Motion.** Each project includes two or more segmented assignments (e.g. project proposal, research in-progress work, and finished project with presentation) Each assignment will be notified every class, started in class and finished by one week after the class. Written parts should be submitted along with the projects.

**It is expected that there will be 1.5 to 2 hours of homework for each hour of class.** Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus. **Projects cannot be re-done for re-evaluation.**

**Deadlines** During the semester **3 big final deadlines** are scheduled. No extensions will be given except in cases of documented emergencies, serious illness. If such a circumstance should arise, please contact the instructor as early as possible and be ready to provide documentation.

**Late Assignments** It is essential that you keep up with the course work and submit all assignments in a timely manner. Assignments will lose a full letter grade for each day late. *Late submission for most of the assignments will be accepted until one week after its due date, but NOT be accepted after the one week from the deadline.* In such cases, a grade of zero credit will be entered.

**Classroom Protocol** This course will have both lectures and labs. Group critiques for assignments, in-progress and finished projects are critical. Few assignments will be finished within class time, but the majority of students' individual project work must occur outside of class.

**Please NO** email, text messaging, mobile devices, Facebook-ing, iTunes-playing, YouTube-watching, eating, personal talking during critiques, spray adhesives in the building or other extraneous activities during class. Please turn phones completely off (not just to "vibrate" or "silent") when you enter the classroom. Exceptions can be made if your project somehow incorporates one of the services or devices above. (For example, if you design a mobile application that needs to be tested on your mobile, you will need to access those services during class.)

**Plagiarism** Plagiarism and other violations of SJSU academic policy will result in a failing grade for the course and disciplinary action with the university. No stock photography is allowed in its original state. Just as students would credit original sources of written or visual work, students must cite all sources, such as the website or institution from original data file or the authors of software tools or code incorporated into their own project.

**Attendance** Attendance in this class is obligatory. Students will be counted as late if they appear in class more than fifteen minutes late. Early departure without prior permission will be regarded to the same to late arrivals. Two such late arrivals / early departures will count as one unexcused absence.

However, if students will be absent for any reasons (e.g. medical issue, family emergency, etc.) they must inform Prof. Han with a reasonable explanation by e-mail at least two days before the class meeting. It is expected that students obtain any materials or assignments missed due to absence.

**Data Management** All of students work for this course will be stored in digital form, so it is critical to manage their files carefully. “My hard drive crashed” is not a valid reason for failing to submit work on time.

Students should back up all of their digital files frequently. I recommend either using an online service (e.g., Dropbox, Google Drive, Cloud, backblaze.com or mozy.com) or investing in an external hard drive (RAID-1 mirrored) or automated backup software (like Time Machine).

Do not rely on your laptop, a single hard disk or flash drive for your backups.

**Dropping and Adding** Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic calendar web page located at <http://www.sjsu.edu/academics/>. The Late Drop Policy is available at: <http://www.sjsu.edu/aars/policies/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

**Grading Policies** The project and course performance will be evaluated according to the following components. All work is evaluated on how well it demonstrates an understanding of the material, its originality, and aesthetic qualities. All assignments must be uploaded to the class website and submitted in a hard copy before the beginning of class on its due date.

<b>Grading Scale and Weights</b>	A	Successful fulfillment of the project’s communication goals, superlative process documentation, and an original, attractive and cohesive visual aesthetic. Project planning, design, and execution performed at the highest level.
	B	Successful fulfillment of the project’s communication goals, excellent process documentation, and a cohesive visual aesthetic. Project planning, design, and execution performed at an above average level.
	C	Successful fulfillment of the project’s communication goals, and adequate process documentation. Project planning, design, and execution performed at an average level.
	D	Did not fulfill the project’s communication goals, and/or process documentation was absent or inadequate. Project planning, design, and execution performed was below average.
	F	Did not fulfill the project’s communication goals, and process documentation was inadequate. Does not meet the minimum requirements for the course.

## Standard for letter grades

A 100% to 94%  
A- < 94% to 90%  
B+ < 90% to 87%  
B < 87% to 84%  
B- < 84% to 80%  
C+ < 80% to 77%  
C < 77% to 74%  
C- < 74% to 70%  
D+ < 70% to 67%  
D < 67% to 64%  
D- < 64% to 61%  
F < 61% to 0%

+/- (plus and minus) grades will be used in this course.

Each of this course's three projects consists of multiple exercises and readings, to be assigned in class. Scores earned on all exercises and readings will be rolled up into the final project grade. The total scores are 100 points. A tentative breakdown of project points is like below. (It is subject to change) Detailed descriptions of each project will be distributed in class. The total points earned throughout the semester will be changed to letter grade (A through F) based on this regular grading scale system.

Projects will be graded in the areas of problem solving, formgiving skills, presentation skills and participation and preparation.

### Problem solving skills

Planning, organizing, research and content gathering ( message development ), analysis, sketching and content integration.

### Formgiving skills

Design exploration, development, and refinement. The synthesis of the elements, principles, and attributes of form into an effective, evocative product. The verbal/visual investigation of form and function.

### Presentation skills

The skill, dexterity, and attention to detail exhibited in presentation. The quality of line and form necessary for effective visual communication.

### Participation and Preparation

Producing appropriate solutions to all required phases of development on projects both in quality and quantity. Engaged in class critiques and activities.

The semester grade will be weighted according to the following percentages:

Project 1 - 20%  
Project 2 - 30%  
Project 3 - 30%  
Participation and In-Class Assignments - 20%

### Important Notes about Grading

All assignment are graded, therefore you should do your best on them or your course grade will be adversely affected. It is very important to complete all projects because:  
1) Each develops a skill necessary for successful completion of projects.  
2) Missing a portion of these projects can lower your course grade substantially.

### Extra Credit

Out of general fairness to all students, there will be no opportunities for extra credit assignments given in this class.

### Course printing allowance

Students may access the graphic design program's in-house printing facility during the class session's open lab hours, all users must respect the print lab policy's, including wireless printing procedures; the printing allowance includes course-related materials only, 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

## University Policies

**Academic Integrity** Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy F15-7 requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. Visit the Student Conduct and Ethical Development website for more information.

**Campus Policy in Compliance with the American Disabilities Act** If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) to establish a record of their disability.

**Student Technology Resources** Computer labs and other resources for student use are available in:

- Associated Students Print & Technology Center at <http://as.sjsu.edu/asptc/index.jsp> on the Student Union (East Wing 2nd floor Suite 2600)
- The Spartan Floor at the King Library at <http://library.sjsu.edu/about/spartan-floor>
- Student Computing Services at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>
- Computers at the Martin Luther King Library for public at large at <https://www.sjpl.org/wireless>
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Collaboration & Academic Technology Services located in IRC Building. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

**SJSU Peer Connections** Peer Connections' free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit Peer Connections website at <http://peerconnections.sjsu.edu> for more information.

**SJSU Writing Center** The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one

tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

**SJSU Counseling and Psychological Services**

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling and Psychological Services website at <http://www.sjsu.edu/counseling>

**Campus Emergency and Other Aid**

Emergency call: Call to the police office at 911 or pick up a Blue light phones. Escort Service: 4-2222. "Individuals with disabilities may contact the Disability Resource center on campus, 924-6000, Administration building 110, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical.

**Course Schedule** The schedule below is tentative. Always check the class website for the current schedule. Also note that each project includes many interim milestones, due dates for which will be announced in class (and posted on the website).

<b>Week 1</b>	<b>Thur 1/24</b>	Course introduction, Intro to Motion Graphics, Introduce Project 1
<b>Week 2</b>	<b>Tue 1/29</b>	Project 1: storyboard, Intro to Motions, Intro to After Effects (lab)
	<b>Thur 1/31</b>	Project 1: storyboard, After Effects Tutorials (Lab), work in class, In-class exercise #1
<b>Week 3</b>	<b>Tue 2/5</b>	<b>Due: Project 1 (proposal with storyboard)</b> , After Effects Tutorials (Lab)
	<b>Thur 2/7</b>	Project 1: motions, After Effects Tutorials (Lab), work in class
<b>Week 4</b>	<b>Tue 2/12</b>	Project 1: motions, After Effects Tutorials (Lab), work in class, In-class exercise #2
	<b>Thur 2/14</b>	<b>Due: Project 1 (work-in-progress)</b> , After Effects and Audacity Tutorials (Lab)
<b>Week 5</b>	<b>Tue 2/19</b>	Project 1: motions, After Effects Tutorials (Lab), In-class exercise #3
	<b>Thur 2/21</b>	Project 1: motions, Individual meetings, work in class
<b>Week 6</b>	<b>Tue 2/26</b>	<b>Due: Project 1 (Final)</b> , start project 2
	<b>Thur 2/28</b>	Project 2: research, ideation and storyboard, intro to movie title design
<b>Week 7</b>	<b>Tue 3/5</b>	Project 2: concept development, Camera and Layout, Adobe Premiere Pro (Lab), In-class exercise #4
	<b>Thur 3/7</b>	<b>Due: Project 2 (proposal)</b> , individual consultations
<b>Week 8</b>	<b>Tue 3/12</b>	Project 2: work in class, Layout design, In-class exercise #5
	<b>Thur 3/14</b>	Project 2: work in class, Individual meetings, Colors in motion design
<b>Week 9</b>	<b>Tue 3/19</b>	<b>Due: Project 2 (work-in-progress)</b>
	<b>Thur 3/21</b>	Project 2: refinement, work in class, Individual meetings
<b>Week 10</b>	<b>Tue 3/26</b>	Project 2: refinement, work in class, Individual meetings
	<b>Thur 3/28</b>	<b>Due: Project 2 (Final)</b> , start project 3, Intro to Dynamic branding
<b>Spring Break</b>	<b>Tue 4/2</b>	<b>Spring Break (NO CLASS)</b>
	<b>Thur 4/4</b>	
<b>Week 11</b>	<b>Tue 4/9</b>	Project 3: research and ideation, Generative typography with Processing
	<b>Thur 4/11</b>	Project 3: concept development, VR/AR and MadMapper
<b>Week 12</b>	<b>Tue 4/16</b>	<b>Project 3 (Proposal)</b> , individual consultations
	<b>Thur 4/18</b>	Project 3: work in class, Generative typography with Processing
<b>Week 13</b>	<b>Tue 4/23</b>	Project 3: work in class, VR/AR and MadMapper
	<b>Thur 4/25</b>	<b>Due: Project 3 (work-in-progress 1)</b> , group discussion
<b>Week 14</b>	<b>Tue 4/30</b>	Project 3: work in class, More demos/tutorials
	<b>Thur 5/2</b>	Project 3: work in class, More demos/tutorials
<b>Week 15</b>	<b>Tue 5/7</b>	<b>Due: Project 3 (work-in-progress 2)</b> , individual meetings
	<b>Thur 5/9</b>	Project 3 - refinement, individual consultations
<b>Week 16</b>	<b>Tue 5/14</b>	BFA Senior Show + Study/Conference Day (no classes or exams)
	<b>Thur 5/16</b>	<b>Due: Project 3 (Final)</b>
	<b>or Tue 5/21</b>	