

University of Arkansas - Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

GRDS 3273 Motion Design

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): GRDS 2103 Advanced Typography, GRDS 2243 Digital Illustration, GRDS 2253 Interactive Design, GRDS 2303 Graphic Design, GRDS 2343 Print and Publication Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Explores motion for graphic design using 2D and 3D animation, design elements, video and sound design. The projects will explore elements of storytelling, design over time and technical considerations using standard professional methods. Media will be delivered to the screen via authoring for current replay mediums and the web.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Use various shooting techniques in video.
2. Shoot, capture, and edit video using current standard editing software.
3. Prepare a clip for broadcast.
4. Understand compositing in video.
5. Use Chroma key effectively.
6. Use typography in motion effectively.
7. Define lower thirds, bumps.
8. Use course selected compositing software at an intermediate level.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Problem solving is one of the main focuses of Motion Design. Student will define and research the problem, generate a number of possible solutions, and finally execute the best solution to the problem based on research.

Quantitative Reasoning

Students will calculate and/or measure frame rates, tempo, and other elements of time based media. One of the new principles of animation the student is introduced to is timing and its application for specific empathetic effect.

Communication Skills (Written and Oral)

Students will be required to clarify information presented by answering specific questions regarding the projects assigned and by successful completion of projects. They will demonstrate a relationship between prior knowledge and the information provided by referring to what was previously learned in regards to composition, camera use, concept and post production.

Ethical Decision Making

Students will create their own sound effects and music and apply concepts in copyright law concerning intellectual property, public domain, and creative common licensing. Students will identify ethical dilemmas and affected parties.

III. Major Course Topics

- A. Defining Shooting methods
- B. Capturing Video
- C. Editing Video
- D. Chroma Key
- E. Compositing Graphics
- F. Broadcast terminology
- G. Concept in Motion