

 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs		UUPC Approval <u>12-6-21</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Visual Art and Art History College Arts and Letter		
Current Course Prefix and Number GRA4183C		Current Course Title Typographic Design Lab 3	
<i>Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.</i>			
Change title to: Visual Design Lab 4 Change prefix From: _____ To: _____ Change course number From: _____ To: _____ Change credits* From: _____ To: _____ Change grading From: _____ To: _____ Change WAC/Gordon Rule status** Add <input type="checkbox"/> Remove <input type="checkbox"/> Change General Education Requirements*** Add <input type="checkbox"/> Remove <input type="checkbox"/> <small>*Review Provost Memorandum</small> <small>**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.</small> <small>***General Education criteria must be indicated in syllabus and approval attached to this form. See GE Guidelines.</small>		Change description to: This course focuses on time-based composition and animation through the use of current software. Elements of motion design are introduced with the objective of enhancing visual form, meaning and communication, emphasizing the relationship between design principles and animation fundamentals. Change prerequisites/minimum grades to: Must be enrolled in BFA Graphic Design Prerequisites: GRA 3112C, GRA 3193C Change corequisites to: Change registration controls to: BFA Graphic Design Major Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
Effective Term/Year for Changes: Fall 2022		Terminate course? Effective Term/Year for Termination:	
Faculty Contact/Email/Phone Stephanie Cunningham cunningh@fau.edu			
Approved by Department Chair _____ College Curriculum Chair _____ College Dean _____ UUPC Chair <i>Dan Mesroff</i> Undergraduate Studies Dean <i>Edward Pratt</i> UFS President _____ Provost _____		Date <u>11/17/21</u> <u>11.23.21</u> <u>12-1-2021</u> <u>12-6-21</u> <u>12-6-21</u> _____ _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

VDL4, GRA 4183C

Section 003
CRN 19930
3 Credits
In-Person
W/F 9:00 - 11:50 am
Fall Semester

Room 1009
FAU BCC Higher Ed. Complex
111 East Las Olas Blvd.
Fort Lauderdale, FL 33301

Camila Afanador-Llach
cafanadorllach@fau.edu
Office hours:
M 11:30 - 1:00 pm
W/F 12 - 1:00 pm

Visual Design Lab 4

This course focuses on time-based composition and animation through the use of current software. Elements of motion design are introduced with the objective of enhancing visual form, meaning and communication, emphasizing the relationship between design principles and animation fundamentals.

PREREQUISITES: MUST BE ENROLLED IN B.F.A. GRAPHIC DESIGN, GRA 3112C, GRA 3193C

Objectives

- Describe and discuss the historical background, influence of different disciplines and current uses of typography in motion
- Identify and explore the relationship between typography and animation fundamentals
- Examine ideas of time, motion, storytelling, and transformation in motion graphics
- Create animations combining visual design, animation and sound

Instructional Methods

Throughout the course, lessons and lectures by the instructor will give context to the subject matter. The course will emphasize practical studio work through exercises and assignments. Special attention will be paid to the use of sketching as a tool for conceptualizing, generating and communicating ideas. Critiques, group discussions and individual meetings are part of the class. Students are expected to actively participate during critiques.

Grades are based on the student's process class by class and not solely on the final outcomes. Students must arrive to class prepared with class materials and are expected to maintain their sketches, notes and research materials. Assignments are required to be completed by their designated due date. All cell phones must be turned off

during class. No texting, checking email or social media sites during class.

Course Communications

All course assignments, readings and resources will be posted to Canvas. We will use a Slack workspace to share process and provide feedback for assignments. You should follow instructions on how and when to post work. It is your responsibility to regularly check your email account and Canvas and Slack.

Materials and supplies

Access to a computer with an internet connection, Adobe Acrobat, Illustrator, Adobe After Effects, and Photoshop. To run After Effects, you'll need a 64-bit processor (CPU) and at least 8GB of RAM (Adobe recommends a minimum of 16GB of RAM). Students should have a sketchbook, pen, and pencils for ideation and sketching activities. Scanner or camera (can be phone camera) will be needed when submitting sketches.

Required Reading

There's not a required textbook for the course. Readings and resources will be shared with the students via Canvas. The recommended bibliography is in the last page of the syllabus.

COVID-19 Statement

Due to the surge in COVID-19 cases and the delta variant, all students regardless of vaccination status are expected to wear masks while indoors in any FAU facilities, including classrooms and laboratories. Students experiencing flu-like symptoms (fever, cough, shortness of breath), or students who have come in contact with confirmed positive cases of COVID-19, should immediately contact FAU Student Health Services (561-297-3512). Symptomatic students will be asked to leave the classroom to support the safety and protection of the university community. For additional information visit <https://www.fau.edu/coronavirus/> In classes with face-to-face components, quarantined or isolated students should notify me immediately as you will not be able to attend class. I will not be able to offer an online version of the class but will make reasonable efforts to assist students in making up the work. Vaccinated students have much lower chances of needing to quarantine and a much lower chance of missing class time.

Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high-quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Attendance and Participation

Students are expected to attend all meetings, actively participate during class, submit work in progress, attend all scheduled critiques, participate in feedback sessions, and submit assignments by the due dates. After 3 absences, each subsequent absence will lower your grade one full letter. Attendance will be recorded on Canvas Roll Call.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and

within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting.

43

D+ 37-

Attendance will be evaluated in the level of engagement and participation in the class. In-person and virtual critiques are an essential part of the learning process for this course. Students will be evaluated in their capacity to give and receive critique, and in their ability to iterate and improve worked based on received feedback.

36

seriously deficient work

D 30-

29

D- 23-

failure (no credit)

F 0-22

Late work policy

Each project is structured with a number of deliverables to be completed before the final due date. Every missed step in the process will affect the final outcome and the evaluation of the process. Students may ask for an extension to submit work after the due date.

Evaluation

The evaluation for each of the projects will take into consideration the following:

- visual and conceptual skills: degree of visual development and quality of ideas
- search and risk taking: process of observation, inquiry and openness to search beyond conventions
- final products/craft skills: care and quality of execution of assignments to fit their purpose
- motivation and participation: timely completion of work and generous attention and input to classmates during critiques

Grading

The final grade will be based on points:	A	93-100	outstanding work
Project 1	20	A-	86-92
Project 2	15	B+	79-85
AE Exercises	15	B	72-78
			high-quality work
Project 3	25	B-	65-71
Readings	15	C+	58-64
Attendance	10	C	51-57
			acceptable work;
Total	100	C-	44-50

Students with disabilities

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to fau.edu/counseling/

Class Calendar*

8/25	Course overview, syllabus. Intro lecture
8/27	project 1: animated letter forms: concepts
9/1	project 1
9/3	first sketches
9/8	project review
9/10	<u>project 1 due.</u>
9/15	projects 2 + 3: lecture
9/17	intro to animation in AE
9/22	projects 2 + 3: motion in static media
9/24	typographic messages. AE practice
9/29	projects 2 + 3
10/1	AE practice
10/6	projects 2 + 3
10/8	AE practice
10/13	projects 2 + 3
10/15	AE practice
10/20	project review
10/22	<u>projects 2 + 3 due</u>
10/27	movie title sequences lecture
10/29	project 4: concept
11/3	project 4
11/5	storyboard
11/10	project 4
11/12	style frames
11/17	project 4
11/19	animation
11/24	project 4
11/26	Thanksgiving - no class
12/1	project 4 - review
12/3	last class
12/10/23	"Final exam" / 9:30 am.

*The class schedule can change depending on the development of the course

Recommended Bibliography

Brownie, B. (2015). *Transforming Type. New Directions in Kinetic Typography*. London, UK: Bloomsbury Academic.

Curtis, H. (2002). *MTIV: Process, Inspiration and Practice for the New Media Designer*. Indianapolis: New Riders Publishing.

Helfand, J. (2001). *Screen: essays on graphic design, new media, and visual culture*. New York: Princeton Architectural Press.

Hillner, M. (2005). Text in (e)motion. *Visual Communication*, 4(2), 166-171.

Lupton, E. (2007). Learning to Love Software: A Bridge Between Theory and Practice. *Artifact* 1(3), 149-158.

Lupton, H. (2014). *Type on Screen*. New York: Princeton Architectural Press.

McCloud, S. (1994). *Understanding Comics: The Invisible Art*. New York: HarperPerennial.

Manovich, L. (2007). After Effects or Velvet Revolution. *Artifact*, 1(2), 67-75.

J. Bellatoni and Woolman, M. (2005). *Type in Motion 2*. London, UK: Thames & Hudson.

Pallant, C. and Price, S. (2015). *Palgrave Studies in Screenwriting : Storyboarding : A Critical History*. Basingstoke, GB: Palgrave Macmillan. Retrieved from <http://www.ebrary.com>

Radatz, B. (2011). Design in Motion. *Graphic Design Now in Production*. Minneapolis: Walker Art Center, 135-136.

Stone, R. B., & Wahlin, L. (Eds.). (2018). *The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice* (1 edition). Routledge.