



Darius Brown

Contact: (352) 294-2000 | Canvas Mail

Office: NRG207, REVE, OLD NORMAN GYM

Office Hours: MON

8:20 AM - 12 PM

WED

8:20 AM - 12 PM

DIG4184C MOTION DESIGN

Fall 2024

Course Modality: Face-to-Face (F2F), Online Asynchronously (OA)

Course Meetings:

Face to Face (F2F) section MDSC

[NRG 0205](#)

MON Period 8-9

3:00 AM - 4:55 PM

WED Period 9

4:05 AM – 4:55 PM

Online Asynchronously (OA) section MDSO

No Live Meetings

Course Description

This course is an introduction to motion design principles and techniques at an intermediate level. We will also be adding motion graphics to live-action videos, including but not limited to commercial, broadcast, corporate, training, tradeshow, main title, and social media content. Instruction in establishing motion graphics fundamentals will include visual rhythm, kinetic typography, contagion, staying on-brand, multiplanar effects, and other intermediate industry techniques.

Course Prerequisites

DIG3526C and DIG3305C with minimum grades of C and a Digital Arts and Sciences major.

Learning Outcomes

By the end of this course, students will be able to:

- Define and apply motion principles and theories.

- Create effective storyboard and animatics to communicate your design vision
- Design for time and space including 2D animation, special effects, and compositing
- Develop motion graphics concepts that convey a defined message or story, and communicate effectively to a project audience
- Combine sound with animation using basic sound design techniques.
- Create and manipulate both digital and physical camera and lighting effects

Publish animation-video sequences onto traditional and nontraditional media outputs.

Materials & Books

Required

- Adobe CC (Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro,)
- Behance Account
- Personal Computer
- Camera (Consumer or Phone)

Supplemental

- Design for Motion: Fundamentals and Techniques of Motion Design by Austin Shaw
- Maxon ONE Plugins (Free)
- Unreal Engine 5 (Free)

Technology Recommendations

- Maxon ONE Plugins (\$60 FOR YEAR)
- Latest versions of
 - Adobe After Effects
 - Adobe Illustrator
 - Adobe Photoshop
 - Adobe Premiere Pro
 - Adobe XD/Figma

Course Schedule

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

| Week | Subject | Assignment Quizzes | Assignments Due |
|--------|---|--------------------|-----------------|
| Week 1 | Course overview: software and supplies, course expectations, resubmit policy, assignment and date review | Discussion Forum | |
| Week 2 | Breakdown of Motion graphics: Visual Engagement Visual impact. Revisit Design principles. Introduction to Illustrator - Balance, rule of thirds, Design Fundamentals etc. - What makes a good composition -Storyboards | Gif 1: | Gif 1:About Me |
| Week 3 | Shapes and Lines. Define and apply motion principles and theories. Planning for Motion Design | Quiz 1 Gif 2: | Gif 2: Loop |

| | | | |
|---------|--|-------------------------------------|-------------------------------------|
| | Illustrator to Adobe After Effects Work Flow Intro to Expressions | | |
| Week 4 | Visualization of Data with infographics and storytelling | Assign 1: Inform and Educate | |
| Week 5 | Kinetic Type Preset animations Preset FXs combining text with Vector Design | | Assign 1: Inform and Educate |
| Week 6 | 2.5D with Imagery Introduction to 3D Camera Tracking | Group Assignment: Title Sequence | |
| Week 7 | Banding and Commercial Part 1: Designing Logo | Quiz 2 | Group Assignment: Title Sequence |
| Week 8 | Banding and Commercial Part 2: Selling Product/Services | Assign 2: Product Commercial | |
| Week 9 | Motion Graphics for Social Media and Ads | Gif 3: Ad | Gif 3:Ad |
| Week 10 | 3D Tracking for VFX | Assign 3: Mogrt Template | Assign 2: Product Commercial |
| Week 11 | UI Design and Motion for UX | Quiz 3 | Assign 3: Mogrt Template |
| Week 12 | Audio Designing & Final Project Proposal | Final Project Treatment | |
| Week 13 | Introduction to Cinema 4D Lite & Final Project Draft | Final Animatic | Final Animatic |
| Week 14 | Review progress and Animatic for final critique. | | |
| Week 15 | In-class work sessions | | |
| Week 16 | Final Presentation | | Final Presentation |

Grading Criteria

| Assignment / Assessment | Total Points | % of Grade |
|-------------------------|--------------|------------|
|-------------------------|--------------|------------|

| | | |
|--|-----|-----|
| Group Projects – Completing the group project tasks in a cooperative and collaborative manner. Even distribution of work between group members. | 150 | 15% |
| Gif Assignments – Students will be given small quick assignments for both in-class demos and outside-class mini assignments | 100 | 10% |
| Individual Assignments – Each assignment is completed, turned in on time, and followed the assignment guidelines, respectively. | 200 | 20% |
| Three quizzes , the first two valued at 5% of the final grade and the 3 rd quiz at 10% | 150 | 15% |
| Class Participation and Attendance – Attendance - Students arrive to class on time, and stay in class during lecture and work periods. Participation – Students are expected to actively participate in class discussions and in-class Demos. | 150 | 15% |
| Final Group Research Project – Capstone presentation and project of the semester--long course. It must be authored in Microsoft PowerPoint format, transferred, and presented as a .mp4 | 250 | 25% |

Grading Scale

| Letter Grade | % Equivalency |
|-------------------|---------------|
| A | 94 – 100% |
| A- | 90 – 93% |
| B+ | 87 – 89% |
| B | 84 – 86% |
| B- | 80 – 83% |
| C+ | 77 – 79% |
| C | 74 – 76% |
| C- | 70 – 73% |
| D+ | 67 – 69% |
| D | 64 – 66% |
| D- | 60 – 63% |
| E, I, NG, S-U, WF | 0 – 59% |

More information on grades and grading policies is here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Materials and Supply Fees

Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for this class is \$0.00. The total course fee for each course is listed on the UF Schedule of Courses. (<https://registrar.ufl.edu/soc/>)

Course Policies

Attendance Policy, Class Expectations, and Make-Up Policy

The instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be

assigned to participation, and how class participation will be measured and graded. The UF Digital Worlds Institute is committed to the idea that regular student engagement is essential to successful scholastic achievement. No matter, if the class is held in a traditional classroom, an online classroom, or a combination of the two, interaction with your peers and the instructor, will empower you to greater achievement.

LATE WORK

Missions (assignments) submitted late will always be given partial credit, so turning in LATE work is always better than NOT turning in any Expedition or Mission assignments – which will always result in a zero for that Expedition or Mission. The later the assignment the more points lost. Canvas will automatically subtract 1.2% per hr late.

Make-Up Policy

According to UF official standards, I can excuse the following absences with proper documentation. Here are all things that I excuse and require as far as documentation for this class.

Provide documentation regarding the following:

- i. Death of a family member (obituary, funeral service program, death cert.)
- ii. Death of a friend (obituary, funeral service program, death cert.)
- iii. Emergency (police report, documentation from medical provider)
- iv. Family Emergency (police report, hospital documentation)
- v. Hospitalization – Psychological (hospital documentation)
- vi. Hospitalization – Physical (hospital documentation)
- vii. Medical Emergency/Illness (documentation from medical provider)
- viii. Significant Weather (insurance documentation, repair documentation)

These all align with the University Care Area Protocols. <https://care.dso.ufl.edu/instructor-notifications/>

PLAN FOR THE SEMESTER. Any reasons not listed above or reasons without official documentation WILL NOT BE EXCUSED.

Class Expectations

IT IS EXPECTED THAT STUDENTS TAKING THIS COURSE HAVE AN AVERAGE TO ABOVE-AVERAGE KNOWLEDGE OF GRAPHIC DESIGN AND AN INTERMEDIATE LEVEL OF DIGITAL VISUALIZATION SKILLS. Poor Design will be heavily penalized.

Attendance Policy

The instructor expects that all Face to-Face (F2F) students attend class with their personal computers. This course will require many in-class demos. Attending class on a cell phone will not be counted as full attendance or participation points. Students may be required to screen share during in-class demos and activities.

EXAMPLE

In our course, attendance is mandatory for Face to-Face (F2F) students. Attendance and participation will be jointly graded on Canvas using the Attendance tool. You are required to attend the class on time to receive full credit for attendance. By arriving on time to class you will receive 50% of your grade. ALL students (F2F & OA) Are required to participate by asking questions, answering questions, or engaging in the discussion assignments. By participating/engaging throughout that class, you will receive the other 50% of your grade for that day.

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition, or debate. Students must provide appropriate documentation in advance of the




absence when possible. No documentation is needed for an absence due to religious observation.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Course Modality

Course modality is the way in which a class is offered/delivered to students by the instructor. All students, regardless of the modality, will achieve the same learning objectives. Students can check their class schedules or reference the top of this syllabus to see the format(s) available for each of their individual classes. The modality of a course does not vary during a semester, and students are expected to adhere to the instructor-defined attendance guidelines for that format. Use the guide below to familiarize yourself with the various ways classes are offered at the Digital Worlds Institute.

Know Your Course Modality

| | | |
|--|---|--|
|  |  |  |
| Face-to-Face (F2F) | Online Asynchronous (OA) | Online Synchronous (OS) |
| Students attend class F2F in a classroom. Class sessions may be recorded for students to view later. | Students watch the posted recording of the class session or studio recording online at their convenience. | Students participate in a class in real-time through Zoom. |
| Hybrid refers to a course that is partially Face-to-Face (F2F) and Online Asynchronous (OA) | | |
| In a HyFlex Model , students have the flexibility of moving across all three modalities as needed or desired. | | |

Course Technology

The students will be required to have access to and use a personal computer with access to the Internet. Word editing software will be required for written assignments.

The University of Florida and Digital Worlds requires that students have access to and ongoing use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each DAS major's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met. <https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/>.

Course Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Course Recordings

Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and

participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Creation of Original Content Ethics

AI

AI is a powerful tool that is changing the industry. AI generative art is allowed in this course and sometimes is encouraged. However, you need to proceed with caution. This course is designed to teach and access your design and animation abilities. If a computer or AI does the work for you, then accessing "your" design and animation abilities is nearly impossible. Therefore, points may be forfeited or lost in specific areas of the rubric when incorrectly using AI for assignments. Acceptable uses of AI are for purposes not closely related to Motion Design tasks. You can use AI in this class for coding, scripting, script writing, patterns for textures, and generating audio. Using AI for anything else visual should be brought to the instructor's attention before starting on the assignment. Always source and give credit to the AI tool used to create the work. Failure to do so will result in 0 total scores. Multiple offenses will result in University level plagiarism.

ETHICS

For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right to not show or share any student work they feel is inappropriate for their classroom or public exhibition, as there may be concerns about the impact of such work on the community. We encourage students to consult with their faculty when producing work that might be considered controversial, and to err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Course Technology Support

Technology Support Center

The [Technology Support Center](http://digitalworlds.ufl.edu/support) provides computer support for Digital Worlds students who access Zoom, lecture recordings, student equipment, facilities, and other technology-based resources.

<http://digitalworlds.ufl.edu/support>

For computer assistance related to Zoon, lecture recordings, student equipment, and facilities requests please email support@digitalworlds.ufl.edu.

UF Computing Help Desk

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the [UF Computing Help Desk](mailto:helpdesk@ufl.edu) available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

University Policies

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in the discussion, and conversations that do not contribute to the discussion should be held at a minimum, if at all.

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Netiquette Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <https://catalog.ufl.edu/UGRD/academic-regulations/ferpa-confidentiality-student-records/>

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>

Campus and Academic Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

Online Students Complaints: [View the Distance Learning Student Complaint Process](#).

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.