DsGD 131 Sec 1
Motion Graphics

Spring 2022, Tue & Thu 12:00 PM - 2:50 PM
Online (until Feb 10), IS Building 226 (after Feb 14)

Assistant Professor Yoon C Han
yoonchung.han@sjsu.edu
Phone: 408-924-4517

Office hours: Mon & Wed
12pm-1pm (sign up required)
https://calendly.com/yoonchunghan

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 (https://sjsu.instructure.com/)** Our class meetings will be held via **Zoom and on Campus.** Unless otherwise noted, we will meet at our regularly-scheduled class time. You are responsible for regularly checking with emails from Prof. Han 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 multimedia 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, virtual/augmented reality, dynamic branding, interactive media 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:

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

CLO 6	develop innovative forms and styles based on the design concept;
CLO 7	organize information to make compelling and experimental visual expressions for presentation.

Recommended Tutorials / Software / Web Applications

• 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://aescripts.com/)
• Mattrunks AE Tutorials (https://mattrunks.com/en/tutorials)
• Crerative Dojo Tutorials (https://creativedojo.net/tutorials/)
• A-Frame (webVR JavaScript library) (https://aframe.io/docs/0.8.0/introduction/)
• Unity (https://unity.com/)
• Vuforia (https://developer.vuforia.com/)
• Adobe Aero (https://www.adobe.com/products/aero.html)
• ZapWorks (https://zap.works/)
• Roar (https://www.theroar.io/)
• Other VR/AR software/libraries will be introduced during the semester.

Library Resources (liaison)

Additional reading list will be provided throughout the semester.
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 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
• ink-jet printer (11 x 17 recommended) (optional)
• Drawing implements and papers, pencils, felt-tip markers (basic set)
• Cutting tools (x-acto knife, metal ruler, cutting mat)

Required Software

Adobe Creative Suite (After Effects, Illustrator, Photoshop, Premiere), Audacity
Optional software: VR/AR related software and/or motion-based software (detailed guidelines will be provided throughout the semester)

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 VR/AR.** 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 or other extraneous activities during class. Please turn phones completely off (not just to "vibrate" or "silent") when you are in classes. 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 falling 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.

Grading Scale and Weights

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 - CLO 1, 2, 3

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

Formgiving skills - CLO 4, 5, 6

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- CLO 7

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

Participation and Preparation - CLO 6, 7

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 - 25%
Project 2 - 30%
Project 3 - 25%
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.

Final Exam Schedule

Students are required to attend the final presentation in the seventeen-week. Any students failing to do so will receive lower grade on the final project. The date and time of the final presentation on the sixteen-week will be decided later.

Zoom Classroom Etiquette

• Turn on the video/microphone features on ZOOM when checking attendance.
• Mute Your Microphone: To help keep background noise to a minimum, make sure you mute your microphone when you are not speaking.
• Be Mindful of Background Noise and Distractions: Find a quiet place to "attend" class, to the greatest extent possible.
• Avoid video setups where people may be walking behind you, people talking/making noise, etc.
• Avoid activities that could create additional noise, such as shuffling papers, listening to music in the background, etc.
• Position Your Camera Properly: Be sure your webcam is in a stable position and focused at eye level.
• Limit Your Distractions/Avoid Multitasking: You can make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and putting your smartphone away (unless you are using it to access Zoom).
• Use Appropriate Virtual Backgrounds: If using a virtual background, it should be appropriate and professional and should NOT suggest or include content that is objectively offensive or demeaning.

Technology Requirements

Students are required to have an electronic device (laptop, desktop or tablet) with a camera and built-in microphone. SJSU has a free equipment loan program available for students. Students are responsible for ensuring that they have access to reliable Wi-Fi during tests. If students are unable to have reliable Wi-Fi, they must inform the instructor, as soon as possible or at the latest one week before the test date to determine an alternative. See Learn Anywhere website for current Wi-Fi options on campus.

Recording Zoom Classes

This course or portions of this course (i.e., lectures, discussions, student presentations) will be recorded for instructional or educational purposes. The recordings will only be shared with students enrolled in the class through Canvas. The recordings will be deleted at the end of the semester. If, however, you would prefer to remain anonymous during these recordings, then please speak with the instructor about possible accommodations (e.g., temporarily turning off identifying information from the Zoom session, including student name and picture, prior to recording).

Students are not allowed to record without instructor permission. Students are prohibited from recording class activities (including class lectures, office hours, advising sessions, etc.), distributing class recordings, or posting class recordings. Materials created by the instructor for the course (syllabi, lectures and lecture notes, presentations, etc.) are copyrighted by the instructor. This university policy (S12-7) is in place to protect the privacy of students in the course, as well as to maintain academic integrity through reducing the instances of cheating. Students who record, distribute, or post these materials will be referred to the Student Conduct and Ethical Development office. Unauthorized recording may violate university and state law. It is the responsibility of students that require special accommodations or assistive technology due to a disability to notify the instructor.

Email policy	Emails will be the official channel to communicate with the instructor. They will be checked regularly 10am-5pm M-F, excluding holidays. I will do my best to respond to your email within 48 hours. If an email is incredibly time sensitive, please indicate so in the subject line and I will do my best to respond sooner.Please keep them professional and brief. For more information about writing professional emails, I encourage you to read the following articles: A Quick Guide to College Email Etiquette from Tufts University How to Email Your Professor (Without Being Annoying) by Laura Portwood-Stacer
Mask Requirement	**The indoor mask mandate remains in effect. Students must wear a three-layer surgical mask under a cloth or other mask in classroom.** Surgical masks are provided in multiple locations across campus. For anyone who wishes to use KN95 masks, a small supply can be requested using the COVID-19 safety supplies form. Students with medical conditions associated with higher risk for severe COVID-19 illness who are financially unable to obtain N95/KN95, should contact the Accessible Education Center. Student should not be able to eat or drink during class. Students should keep the physical distancing in the classroom.
Campus Health and Safety Requirements and Resources	• Campus COVID-19 resources: https://www.sjsu.edu/healthadvisories/resources/campus-resources/index.php • Schedule an on-campus COVID-19 testing: https://www.sjsu.edu/medical/services/covid-testing.php • Vaccination verification process and policy: https://www.sjsu.edu/healthadvisories/vaccination.php • For students who need academic or personal support to Spartan Support Network: https://www.sjsu.edu/peerconnections/programs/support-network.php

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).

Week 1	**Thu**	**1/27**	Course introduction, Intro to Motion Graphics, Introduce Project 1
Week 2	**Tue**	**2/1**	Project 1: storyboard, Intro to Motions, Intro to After Effects (lab)
	Thu	**2/3**	Project 1: storyboard, After Effects Tutorials (Lab), work in class, In-class exercise #1
Week 3	**Tue**	**2/8**	**Due: Project 1 (proposal with storyboard)**, After Effects Tutorials (Lab)
	Thu	**2/10**	Project 1: motions, After Effects Tutorials (Lab), work in class
Week 4	**Tue**	**2/15**	Project 1: motions, After Effects Tutorials (Lab), work in class, In-class exercise #2
	Thu	**2/17**	**Due: Project 1 (work-in-progress),** After Effects and Audacity Tutorials (Lab)
Week 5	**Tue**	**2/22**	Project 1: motions, After Effects Tutorials (Lab), In-class exercise #3
	Thu	**2/24**	**Due: Project 1 (Final),** start project 2
Week 6	**Tue**	**3/1**	Project 2: research, ideation and storyboard, intro to movie title design
	Thu	**3/3**	Project 2: concept development, Camera and Layout, Adobe Premiere Pro (Lab), In-class exercise #4
Week 7	**Tue**	**3/8**	**Due: Project 2 (proposal),** individual consultations
	Thu	**3/10**	Project 2: work in class, Layout design, In-class exercise #5
Week 8	**Tue**	**3/15**	Project 2: work in class, Individual meetings, Colors in motion design
	Thu	**3/17**	**Due: Project 2 (work-in-progress 1)**
Week 9	**Tue**	**3/22**	Project 2: refinement, work in class, Individual meetings
	Thu	**3/24**	**Due: Project 3 (work-in-progress 2),** refinement, work in class, Individual meetings
Spring Break	**Tue**	**3/29**	**Spring Break (NO CLASS)**
	Thu	**3/31**	
Week 10	**Tus**	**4/5**	Project 2: refinement, work in class, Individual meetings
	Thu	**4/7**	**Due: Project 2 (Final),** start project 3, Intro to VR/AR
Week 11	**Tue**	**4/12**	Project 3: research and ideation, VR/AR workshop
	Thu	**4/14**	Project 3: concept development, VR/AR workshop
Week 12	**Tue**	**4/19**	**Project 3 (Proposal),** individual consultations
	Thu	**4/21**	Project 3: work in class, Unity, Vuforia and more
Week 13	**Tue**	**4/26**	Project 3: work in class, AR with Adobe Aero, Roar, Zapwork
	Thu	**4/28**	**Due: Project 3 (work-in-progress 1),** group discussion
Week 14	**Tue**	**5/3**	Project 3: work in class, More demos/tutorials
	Thu	**5/5**	Project 3: work in class, More demos/tutorials
Week 15	**Tue**	**5/10**	**Due: Project 3 (work-in-progress 2),** group discussion
	Thu	**5/12**	Project 3: work in class, individual meetings
Week 16	**Tue**	**5/17**	Study/Conference Day (no classes or exams)
	Thu 5/19 (tentative)		**Due: Project 3 (Final)**