GD 3240 - MOTION DESIGN

Credits: 3

This junior-level course introduces students to time and motion-based graphic communication. Students will use tools and techniques to juxtapose imagery and audio, as well as apply a sequence of graphical elements using shape, color, composition, texture, and typography. Upon successful completion of this course students will demonstrate an understanding of time-based graphic communication.

Prerequisites: GD 2210 - Vector Illustration and GD 2220 - Raster Image Processing

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Understand the tools and features of industry standard software in relation to Motion Design.	Identifies and applies the tools and features of the industry standard software in relation to Motion Design	Applies the tools and features of the industry standard software in relation to Motion Design.	Applies to a certain degree the tools and features of the industry standard software in relation to Motion Design.	Cannot apply the tools and features of the industry standard software in relation to Motion Design.	GD-1, GD-4, GD-5, GD-6, GD-9	Design Competence
Create time-based works that utilize principles of animation and graphic design.	Develops numerous examples of timebased works that utilize principles of animation and graphic design.	Develops examples of timebased works that utilize principles of animation and graphic design.	Develops some examples of timebased works that utilize principles of animation and graphic design.	Develops no examples of timebased works that utilize princiiples of animation and graphic design.	GD-1, GD-4, GD-5, GD-6, GD-8, GD-9	Design Competence
Understand and create narrative content using the principles of storytelling.	Identifies and develops various examples of content that use the principles of storytelling.	Identifies and develops examples of content that use the principles of storytelling.	Identifies and develops some examples of content that use the princinples of storytelling.	Cannot identify or develop examples of content that use the principles of strotyelling.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-9	Design Competence, Communication Competence
Analyze the graphic elements of motion design.	Identify numerous examples of the graphic elements of motion design.	Identify examples of the graphic elements of motion design.	Identify some examples of the graphic design elements of motion design.	Cannot identify examples of the graphic design elements of motion design.	GD-2, GD-4, GD-6, GD-7, GD-8, GD-10	Design Competence, Critical Thinking
Apply effects and motion to content within a timeline.	Provides numerous examples that use effects and motion applied to content within a timeline.	Provides examples that use effects and motion applied to content within a timeline.	Provides some examples that use effects and motion applied to content within a timeline.	Cannot provide examples that use effects and motion applied to content within a timeline.	GD-1, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9	Design Competence