

## **Kinetic and Sequential Graphics 1**

Linear Design: Designing Motion and Time-based Messages

Professor Rinnert / Fall 2010 / 3 credit hours

This course is aimed at expanding students typographic and visual vocabulary within time-based compositions. Students will be exposed to the many facets of motion design. This course will cover the elements of motion design, the role sound plays and integration of photography, video, and animation. Students will be introduced to the principles of traditional animation, the picture plane, representation, time frames, and storyboarding. We will study the application of motion design, and how it is technically implemented. Students will be introduced to Aftereffects, iMovie, and Flash animation. We will explore where these messages live, whether it is on a kiosk, on a large cinema billboard, projected on a building, distributed on a video portal website, shown on a television channel, or projected as a film title.

Students will not only investigate where their messages will live, and how they are created, but also why. Students will look at the various uses for motion graphics: to inform, to persuade and to entertain. We will look at semantics and semiotics and how they are tied to motion design. Students will move beyond the creation of "flying type" and will learn how to create time based messages that communicate, motivate and evoke emotional responses. Students will ultimately discover how motion design can enhance visual form, communication and meaning through a richer more memorable experience.

### **All Projects will all following the same format:**

- Phase 1: Select, Analyze and Sketch (in storyboard format)
- Phase 2: Design Storyboards, collect sample images, compose, and caption
- Phase 3: Collect & Capture images and videos (no stock or clip art)
- Phase 4: Make & Create motion sequence, test out ideas, explore options
- Phase 5: Edit & Revise project according to the feedback
- Phase 6: Refine & Present for class critique.

### **Course Objectives**

- 1.) Design students will gain fundamental knowledge of graphic design in a time based medium. We will explore linear messaging and how to enhance, reinforce, or change verbal meaning through time-based communication.
- .2.) Students will demonstrate their ability to understand time-based media by executing and refining storyboards. Students will construct a variety of movies based on story boards, which will emphasize the effectiveness and importance of clarity in designing time based messages.
- 3.) Students will be introduced to the basic elements of motion design: time, sequence, framing, editing, color, typography, sound effects, voice-over, sound, and transition.
- 4.) Students will gain basic knowledge in: Flash (animation), Aftereffects, iMovie, Quicktime Pro and iPhoto. These applications will be used in combination with Photoshop and Illustrator.

### **Contact Information and Classroom Community:**

Professor: Gretchen Caldwell Rinnert  
Our class site: <http://ksgdesign-kentstate.ning.com/>  
Class time: Mondays & Wednesdays 11:00 - 1:45 OR 5:30 8:15  
Office hours: Thursdays, 10 AM - 3 PM (By appointment only)  
Office: Art Building Room 228

This class will have an online community that will act as a constant portal of communication. Students may post questions, concerns, requests, and ideas where everyone can respond. Students are required to check the site at least three times a week, especially the night before class. I will post critical class information on the Ning site: videos, project descriptions and writing assignments.

### Requirements:

- You must have a blog or website, where you can post your work. This is due by class 4 / 9.08.10. You can obtain a blog or website several ways (using blogger.com, wordpress or you can purchase a URL). We will review this assignment in class.
- A Registration to Lynda.com (an online software training service): register at: [www.lynda.com](http://www.lynda.com)
- We will be using Adobe software, especially Flash, although you can use Aftereffects. We will also be using some apple software: iMovie, iPhoto and Quicktime Pro. It is suggested that students purchase these programs if they do not own them, although you are not required to buy anything beyond Adobe Flash (CS4 addition). We will also cover Cinema 4D in class. I will be giving several short tutorials on these programs. Lynda.com tutorials are extremely helpful, and would be beneficial. I encourage students to work with classmates and trouble shoot with each other. As a graphic design professional it is imperative to become self reliant, and to teach yourself software, as it is an ever changing tool.
- Membership to Ning and Vimeo: You should create a Ning profile if you do not have one already. The site is very similar to Facebook and other social networking sites. You will also need to become a member of Vimeo (which is free). In order to turn assignments in you must upload your files to Vimeo.com.

### Critiques:

Critiques will be handled in four different ways. Be prepared to discuss your work each day. These different critique styles will allow students to strengthen and evaluate their projects through in depth discussions, and in one on one meetings.

**Desk Critiques** - one on one with instructor.

**Peer to Peer Critiques** - Students are asked to partner up and have one on one critiques.

**In Progress Small Group Critiques** - Students will gather in groups of 4 to 5, and critique work, as instructors walk around and surveys the group discussions. Each group critique will begin with the instructor listing the objectives of the projects. It will be the groups job to stay on task.

**Final Full Class Critiques** - These critiques are formal, and students should be dressed appropriately for presentations, and prepared to present their work as if no one in the room has yet to view it. Full class critiques are heavily weighted in the project grade. Students must be prepared, clear and concise.

## **Attendance**

Students must arrive promptly at the start of class, with cell phones off, and full attention on the class discussion. You are not to use Facebook, Instant Messenger, Email or Text Messenger in class. If you are given time to work in class, you are not to work on other class work. If you are, you will be asked to leave and you will be counted as absent for that day.

Three absences will deduct one letter grade for the semester. In this class there are no excused or unexcused absence. When you miss class you miss lectures and very important information. Your attendance is mandatory. If you think you will be missing more than three meetings, you should consider taking this class another semester.

What is a tardy? My definition: being more than five minutes late. Three tardies equals one absence.

## **Grading**

There will be 4 projects this semester and four exercises. Projects are due on the day of the final critique, and will not be accepted late or partially complete.

### Process and Documentation of Work (20%)

Obvious dedication, process and continuous work on a project. This means showing work regularly at class meetings.

### Creativity and Innovation (20%)

Work demonstrates thought, meaningful making and design, not just the most obvious design outcome and literal interpretation.

### Presentation and Critique (20%)

Formal presentations of work during class meetings and critiques, clearly describing the project, design decisions and answering questions from the instructor and the class.

### Design, Craftsmanship and Skill (20%)

Design work is carefully put together with consideration to technique, craftsmanship, final output, and audience. Designers should always consider the grid structure, resolution, and the quality of images (photos, graphics and art work.)

### Participation, Effort, Group Work and Collaboration (20%)

Class participation is key. This includes: demonstration of effort, commitment and determination on class work, participation in group exercises, class critiques and collaborative projects.

### **Grade Breakdown:**

Exercises are worth 25 points (total of 4)

Project 1 is worth 100 points

Project 2 is worth 200 points

Projects 3 and 4 are worth 300 points each

= A total of 1000 points possible for the entire class

## Schedule

Week 1

Class 1 / 8.31.10: Project 1 Assigned  
Class 2 / 9.01.10: **Ex 1 Assigned**

Week 2

Class 3 / 9.06.10: Labour Day - No Class  
Class 4 / 9.08.10: **Ex 2 Assigned**

Week 3

Class 5 / 9.13.10  
Class 6 / 9.15.10: **Project 1 Due** / Project 2 Assigned

Week 4

Class 7 / 9.20.10  
Class 8 / 9.22.10

Week 5

Class 9 / 9.27.10: **Project 2 Due** part 1, in progress critique  
Class 10 / 9.29.10

Week 6

Class 11 / 10.04.10  
Class 12 / 10.06.10

Week 7

Class 13 / 10.11.10  
Class 14 / 10.13.10: **Project 2 Due** / Project 3 Assigned

Week 8

Class 15 / 10.18.10: **Ex 3 Assigned**  
Class 16 / 10.20.10:

Week 9

Class 17 / 10.25.10  
Class 18 / 10.27.10

Week 10

Class 19 / 11.01.10: Midterm Evaluations  
Class 20 / 11.03.10

Week 11

Class 21 / 11.08.10: **Project 3 Due**  
Class 22 / 11.10.10

Week 12

Class 23 / 11.15.10: **Ex 4 Assigned**  
Class 24 / 11.17.10

Week 13

Class 25 / 11.22.10  
Class 26 / 11.24.10: No Class

Week 14

Class 27 / 11.29.10  
Class 28 / 12.01.10

Week 15

Class 29 / 12.06.10: Guest Critique  
Class 30 / 12.08.10

Week 16: (Final Exam TBA) **Project 4 Due**