

# 486

S P R I N G S E M E S T E R 2 0 1 5

## *Motion Graphics*

### **INSTRUCTOR**

Terence Oliver  
919-843-5841  
terence.oliver@unc.edu  
76 Carroll Hall  
Office hours: 1:45pm - 3:00pm Monday and Wednesday and by appointment

### **COURSE OBJECTIVE**

Students will utilize Adobe After Effects to communicate in some of the most sophisticated, contemporary and effective methods in new media today. The course will focus on the visual storytelling techniques of combining words, photos, graphics, video, motion, sound and voice-over narratives to convey news stories and entertain in a fresh, dynamic and clear manner.

### **NECESSITIES**

**Sketchbook:** You will need something to sketch out your storyboard ideas and thoughts for idea-generation.

**Computer:** It would be best if you have your personal computer with Adobe After Effects loaded on it. However, there are suitable computers to utilize in the VisCom labs and on campus.

**Supplement:** You will need to access a lynda.com account. Details to come.

### **ATTENDANCE**

Each student will be allowed two unexcused absence. Additional unexcused absences will result in a 5% reduction in your final grade.

In addition, every five late arrivals will result in a 5% reduction in your grade.

### **VALUES**

**The values and competencies are:**

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

## SCHEDULE

**Exercise One:** Beginning animation  
Due: Tuesday, January, 27

**Exercise Two:** Principles of Animation  
Due: Tuesday, February 10

**Project One:** Team Challenge  
Due: Thursday, March 5

**Project Two:** Client-based motion  
Due: Tuesday, March 31

**Final Project due:** Tuesday, April 23

There will be weekly participation tutorials, but the number per week will vary.

Any late assignments will be subjected to a letter grade lower.

### **Breakdown:**

15% Exercise 1  
15% Exercise 2  
20% Client Project  
20% Team Challenge  
25% Final Project  
5% Participation

### **Scale:**

93-100	A
90-92	B
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D-
59 and below	F

NOTE: The level of class work for the graduate student is expected to exceed This is meant to be a **guide** and this schedule may change somewhat depending on the classes' progress and needs.

You are expected to conduct yourselves within the guidelines of the UNC-CH Honor Code. All work must be completed with the high level of honesty and integrity that this University demands.