

**MOTION GRAPHICS****INSTRUCTOR**

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 236 Carroll Hall  
 Office hours: Mondays and Wednesdays 12:30 p.m. to 1:50 p.m. 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 lynda.com.

**ATTENDANCE**

Each student will be allowed two absences. Additional 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**

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity:

The School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - <http://www.mj.unc.edu/diversity-and-inclusion>. The University's statement: UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

ACCREDITATION

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last seven bullet dots under "Professional values and competencies" in the link above.

## SCHEDULE

**Exercise One:** Beginning animation  
Due: Monday, September 16

**Exercise Two:** Principles of animation  
Due: Monday, September 30

**Project One:** Team Challenge  
Due: Wednesday, October 23

**Project Two:** Client-based motion  
Due: Monday, November 18

**Final Project due:** Wednesday, December 4

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

There will be two key areas that projects will be evaluated on:

- A) Creativity/Visual Impact
- B) Technical/Execution Quality

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:

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
65 and below	F

Final exam celebration: We will have our exam on Thursday, December 5 at 4pm. It will include a special portfolio review, career talk and celebration of any December graduates. This will also include food and drinks.

This is meant to be a **guide** and this schedule may change somewhat depending on the classes' progress and needs.