

F A L L S E M E S T E R 2 0 2 1  
**MOTION GRAPHICS**

**INSTRUCTOR**

Terence Oliver  
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Office hours: M/W 12:15-1:30 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:** Your personal computer with Adobe After might be a heavy load. consider cleaning up space on your computer and purchasing an external HD.

**Supplement:** You will need to access LinkedIn Learning account.

**ATTENDANCE**

Each student will be allowed two unexcused absences. Additional unexcused absences will result in a 5% reduction in your final grade. In addition, every four 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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**ARS:** The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email [ars@unc.edu](mailto:ars@unc.edu). (source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

**Counseling and Psychological Services:** CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

**TITLE IX:** Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – [titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://safe.unc.edu).

## SCHEDULE

Exercise One: Beginning animation  
Due: Thurs. Sept. 9

Exercise Two: Principles of animation  
Due: Thurs. Sept. 23

Project One: Team Challenge  
Due: Tues. Oct. 19

Project Two: Client-based motion  
Due: Thurs. Nov. 11

Final Project due: Tuesday, Dec. 2

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

**POLICY ON NON-DISCRIMINATION:** The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at [safe.unc.edu](https://safe.unc.edu)) or the Equal Opportunity and Compliance Office, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

**DIVERSITY STATEMENT:** I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harassment and discrimination. In summary, 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 on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

**MASK USE:** All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me -- as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct. At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility

Final exam celebration: We will have our exam on Thursday, December 2 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.

NOTE: Assignments for graduate students will vary and a greater level is expected than undergraduate.