MOTION GRAPHICS

INSTRUCTOR

Terence Oliver
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Office hours: M/W 12:15 to 1:30pm 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 Julie Dixon-Green, 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: Wednesday, January 31

Exercise Two: Principles of Animation
Due: Wednesday, February 19

Project One: Team Challenge
Due: Wednesday, March 6 (meet clients second half of class)

Project Two: Client-based motion
Due: Monday, April 10 or 15 (we will talk about it)

Final Project due: Monday, April 29

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% Sequence Project
20% Client Project
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
65 and below	F

Graduate Student Grading:
– H = truly outstanding work, and is given rarely.
– P = quality work that a student should be proud of.
– L = sub-standard work and cause of concern.

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

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

Final Exam Schedule: Wrap up and celebration. TBA