

**Course ID: GRDS 3431**

**Credits: 3**

**Location: GD Lab 1, FEA**

**Times: M 9:30-12:30 W/Th 9-12**

**Course instructor: Lina Ghaibeh**

**Office: ARD room 111**

**Office hours: to be posted**

# MOTION GRAFIX

## **Animation**

... Is based on the concept of "persistence of vision" {Peter Roget} which means the phenomenon that occurs in human vision where an image lingers even after the light from the source has ceased. This phenomenon makes animation possible.

## **Course Description:**

A core course and an integral part of the Graphic Design program, Motion Graphics provides the basis for design in the digital media and the moving image.

Motion Graphics is the exploration and practice of techniques and modes of fine art animation and motion graphic design. Digital technology has greatly altered the medium over the past decade, developing and changing the practice of animation and in turn motion graphics has become a more respected discipline. In this course we will develop critical discussions of work and working methods in addition to practical instruction in advanced digital animation techniques.

The course covers Animation in its various forms and will study the process of animation in depth, from concept and storyboarding to the final output edited with the soundtrack. Students will be exposed to and use various techniques of animation, including 2D cell animation, 2 1/2D (2D with 3D camera movements) and Stop Motion Animation.

The graphic design student will benefit from animation skills for designing animated web sites, title sequences, Motion graphics for the digital realm, stings and breaks for broadcast TV ...etc, and will provide the basics that will enable the student to specialize afterward in animation or motion graphics if he or she wishes to do so.

## **Course Objective:**

Develop an understanding and appreciation of the art of Animation and the potential of digital media within the discipline of Graphic Design

Obtain a rounded view of the process of animation

Develop Animation skills and techniques

Experience a variety of animation types

Produce a complete animated short

Be able to criticize animations based on animation skills

## **Course Requirements, Assignments:**

The student will learn the basic process of animation and develop the proper skills through a series of lectures, projects (assignments), Studio work and technical training, class discussions, animation screening, readings and field trips.

### **The projects include:**

.TYPE animation: Object motion through change of scale, placement, rotation, distortion, ink type and transparency. Edited with sound

.FRAME by frame animation

.fliPbooks ...Yay

.Stop motion animation (using digital cameras); claymation, pixilation and other interesting animation techniques

**animation is CONCENTRATION**

## Course Basics:

### Principles of Animation

- Mechanical movement
- Slo-in Slo-out (Ease in Ease out)
- Squash and stretch (weight and gravity)
- Descending Energy ball
- Arch and pendulum swing
- Anticipation
- Exaggeration

### Process of Animation

- Script writing
- Storyboarding
- Editing
- Sound tracks
- Compilation
- Final edit

### Animation techniques:

- Timing and spacing
- Depth: Layering objects
- In-betweening
- Key framing
- Cycles
- Line of action

### Types of animation:

- Flip Books
- 2D Classical cell animation and digital (2 1/2 D) animation,
- 3D Animation
- Stop motion animation
- [Claymation, pixilation, puppet animation, cut-out, sand, direct to film, rotoscoping..]
- Motion Graphics (broadcast graphics, logoMotion, title sequences..etc)

## TOOLS of the trade:

- Pencils/ paper
- Animation software
- Sound software
- Editing software
- Stop Motion Software

The main software we will be using will be Macromind Director, an animation program and a powerful authoring tool for interactive titles

Introduction to other high end 2D animation software, such as ToonBoom Studio. Students will also get a chance to work with and explore movie editing and compositing software such as Adobe after effects and Adobe Premiere or Final Cut Studio (MAC only).

We will as well use Sound Studio for sound editing and capturing.

Projects will be presented on DVD (mostly as a compilation of the whole class work), or CD depending on the size of the file.

Stop Motion Software: There is a variety of low end software, specified for the Mac or PC (but not both). Here are a few:

**Frame Thief , Istopmotion, I can Animate, MonkeyJAm**

## Requirements

- Pencils (we sketch all the time)
- Animation JOURNAL !!
- Writable DVDs
- Lots of enthusiasm!

## Evaluation

- Based on:
- Assignments (projects)
- Participation
- Attendance
- Progress
- Quiz