

GD300.05 FALL 2012

GRAPHIC DESIGN 3

Tuesdays,
9am-3pm
Br308

Graphic Design 3: intro to time-based media **Time + Motion + Graphic Design.**

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gd3.ookb.co

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As I don't really
have office hours. If
you need something
outside of class
please email me,
and I'll get back to
you as soon as I can.
If it is an extreme
circumstance,
please call.

Catalog Description

Students actively engage motion graphics as strategic medium for experimentation, idea generation, problem solving and communication. Motion and interactivity are studied in the context of aesthetic, cultural, historical and critical issues. Students learn essential design processes and techniques in their exploration of time-based media both as a tool and as a medium for evolving designers.

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3 credits

Prerequisite: GD220 (Graphic Design 2)

Junior Requirement

Learning outcomes:

- Students utilize time as a design principle
- Students are provided an overview of designing for interactivity
- Students develop proficiency in working with tools for time-based media (flash, HTML5, After Effects)

Course Description

Design is increasingly moving from the printed page to the screen. Graphic Designers must be aware of and ready for the conceptual and technological implications of such a switch. The goals of this class are to clarify and explain such implications; cover the broader concepts of time and motion and their connection to all facets of a design practice; and begin to introduce the software and non-software methods, tricks and techniques for creating motion design. Adobe Photoshop, Illustrator, and After Effects will be our main tools, but Flash and HTML5/Javascript/css3, as well as Processing and some other applications and processes will be discussed and explored.

Historical and contemporary examples of designers using film, animation, and temporal tools and methods in their work will be referenced to help frame our discussions and projects. While software driven motion design will be a something we spend a lot of time on, we must not forget that much of the static design we make (like books, or billboards viewed at high speed) are temporal experiences as well. As this is foremost a design class, emphasis will remain on making top-notch graphic design in concept and execution regardless of the medium.

Student Responsibilities

- You are responsible for your own learning within the framework of the course.
- You are expected to treat classmates fairly & respectfully.
- Projects are presented as specific opportunities: you are responsible for taking advantage of these opportunities in the pursuit of your own growth & learning.
- You are in charge of monitoring your own progress & fulfilling academic responsibilities as they have been laid out. As such, you are responsible for checking listed schedules & being prepared for class activities & discussions as they arise.

Attendance

Attendance & punctuality will be monitored and will strongly affect your grade. In the case of an illness or emergency where you cannot attend a class (or if you must arrive late or leave early for some important reason) please contact me as far in advance as possible.

In the advent of an absence, you are responsible for being up to date with in-class materials and information by the time the class meets again the following week. Everything is outlined in decent detail in this syllabus, the class website (gd3.ookb.co) or in the project guidelines you'll be given. This means that if there is a critique on the next week following your absence, you will be expected to present your work. If the critique happens to be the day you miss, I expect you to still turn in your project via email or some other online means that day. If there is a reading assignment due the week following your absence you will be expected to have done the reading and be prepared for discussion. If a reading response was due on a day that you miss, you will still be expected to email me your responses that day.

Students who miss more than three class sessions are no longer eligible to earn credit for the course — this is standard MICA policy. ***I repeat: missing more than three classes means that you do not get credit for the course. Period.*** Basically, If you miss four classes this fall, you get to take GD3 again next year — so don't miss class!

Also, critiques are an important part of the studio experience. It is where we get to discuss and learn together. Missing critique days in a studio are like missing a test day in math class — except I won't let you take the test outside of class. Please don't miss critique days, they are important. You'll still be expected to have completed the project for the assigned due-date; ***even if you miss a critique day to absense you still need to turn in the project on that day.*** With email and dropbox, etc. there is no excuse for not being able to get me something still.

On Critique days it is important to have tested & loaded videos + files PRIOR to class starting so as not to waste our time once class starts. Coming unprepared for class is as frustrating for me and the rest of the class as coming in late.

Supply List

1. You all need a Vimeo (<http://vimeo.com>) account for the uploading and embedding of project videos. It will be easier to keep track of all of them if they are up on the web and easily accessible to me and the rest of the class. There will be a group setup for the class where all final videos will be submitted.
2. You'll need a portable drive of some sort (flashdrive/jumpdrive/external HD/SD card) — or the ability to use dropbox, or some other server, for the saving and transportation of your working files. I'll have a drive on critique days to collect additional completed work files for grading if for some reason they cannot be uploaded to Vimeo or to the class website.
3. It will also be useful for you to have access to a digital camera—if it also takes video, even better. There are 2 DV cameras available for checkout for the class as well if for some reason we need this.
4. Please get a copy of the following books:
(I apologize that they aren't in the bookstore, but you can get them on amazon, and presumably cheaper than you'd be able to buy them at the school anyway)

Understanding Comics by Scott McCloud

(buy it on Amazon.com here: <http://amzn.to/NtOR7E>)

Graphic Design the New Basics by Ellen Lupton & Jennifer Cole Phillips

(buy it on Amazon.com here: <http://amzn.to/Pl5ayf>)

You must get in the habit of carefully saving and backing up your work. Lost or broken files are no excuse for missing project deadlines, etc. Missing a deadline because of your own errors will not be tolerated in the professional community once you get into the field, so you might as well get practised at being prepared for mishap now ...

ADA Compliance Statement

In MICA's efforts to provide the highest possible quality educational experience for every student, MICA maintains compliance with the requirements of the ADA and Section 504. Any student who has, or suspects he or she may have, a disability and wants to request academic accommodations must contact the Director of the Learning Resource Center immediately.

Health and Safety Compliance

MICA has developed policies and practices to ensure a healthful environment and safe approaches to the use of equipment, materials, and processes. It is the mutual responsibility of faculty and students to review health and safety standards relevant to each class at the beginning of each semester. Students should be aware of general fire, health, and safety regulations posted in each area and course specific policies, practices, and cautions. Students who have concerns related to health and safety should contact the Environmental Health and Safety Coordinator.

Grading/Evaluation

One grade will be awarded per project/assignment unless otherwise noted. Each grade will evaluate process, execution, and presentation. The final grade for the semester will be an average of all project grades, plus a final evaluation of quality of resolve and follow-through in a student's work, visual experimentation, growth of skills, and class participation + preparedness throughout the semester.

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- *Class participation is paramount & should show marked progress in the student's ability to talk about design intelligently & constructively.*
- *Grades for late projects will be lowered one letter grade for each class period that they are late.*
- *Punctuality & participation to in-progress & final critiques will have an impact on the grade for each project.*
- *Work lost due to technological problems will be considered late. It is important to get in the habit of backing up & duplicating files. Technical trouble is not a valid excuse for missing a deadline—neither academically nor professionally.*

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A: *Student's work and effort far exceed expectations.*

*Outstanding problem solving, ability to communicate ideas, & craft.
Exceptional class participation & attendance.*

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B: *Student's work and effort are above-average achievement.*

*Above-average problem solving, ability to communicate ideas, & craft.
Excellent class participation & attendance.*

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C: *Student's work and effort are acceptable.*

*Adequate problem solving, ability to communicate ideas, & craft.
Acceptable class participation & attendance.*

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D: *Student's work and effort are below average.*

Problem solving, ability to communicate ideas, & craft are below acceptable standards. Unsatisfactory class participation & attendance.

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F: *Student's work and effort are unacceptable.*

*Unacceptable problem solving, ability to communicate ideas, & craft.
Inappropriate class participation & attendance.*

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Remember, a "C" is supposed to be average. If you do the base level of work, and just show up to class each week, you have earned a C. Congrats.

PROJECTS

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Analyze Motion
Stop! Motion! Graphic!
Reverse Story Board
Animated Word
Animated Identity
Animate the Static
Video>Book / Book>Video

—
Time+Motion Explanation
(Initial + Final)
Reading Responses

—
Design-a-mations
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Readings

There will be many of short readings this term. The two books I ask that you buy are *Understanding Comics* by Scott McCloud and *Graphic Design: The New Basics* by Ellen Lupton and Jennifer Cole Phillips.

Buy on Amazon here: *Understanding Comics* — <http://amzn.to/NtOR7E>
and here: *Graphic Design the New Basics* — <http://amzn.to/Pl5ayf>

Other readings assigned will be provided as a PDF or as web-url.

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GD New Basics
Time And Motion
Modularity
Rules And Randomness

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Understanding Comics
Ch3: Blood in the Gutter
Ch4: Time Frames
Ch6: Show and Tell

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The Shape of Design (I have to figure out how to get you these)
Stories and Voids
Framework and Etiquette?
Improvisation & Limitations?

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Sol Lewitt *Paragraphs on Conceptual Art*

—
Maholy-Nagy *Space-Time Problems*

—
Marinetti *The Futurist Manifesto*

INITIAL TIMELINE

WK 1. 8/28 Intro Day

HOMEWORK: bring in a “motion graphic” that you think is a good example of “motion design” or that is an example of something you’re hoping to learn how to make. We’ll look at them in class next week, briefly analyze them, & talk about what makes them “Graphic Design in Motion.” *email me a link to your video before start of class next tuesday.*

READING: Read “Time+Motion” chapter from *GD New Basics*. Provided as a PDF from the class website.

WK 2. 9/4 Types of Motion

1. Look at various things people have brought in — analyze what is happening in them from a simple motion perspective. What does the motion add from a design point of view? What about kinds of motion being used?
 2. Simple Kinds of motion Lecture; discuss reading from *GD New Basics*
 3. Play around with Stop Motion and Animated Gifs
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HOMEWORK: Keep playing with stop motion. Bring in 2 more slightly more ambitious stop motion design-a-mations for next week. Either animated gifs or actual video files as we created in class. Specifics on deliverables to come in class on project sheet and on class website.

READING: No readings this week, but you must have *Understanding Comics* by 9/11 as that is when readings will start from there (you should plan on having *Graphic Design The New Basics* by then as well, additional readings will start soon from it too).

WK 3. 9/11

WK 4. 9/18

WK 5. 9/25

WK 6. 10/2

WK 7. 10/9

WK 8. 10/16 Fall Break

WK 9. 10/23

WK 10. 10/30

WK 11. 11/6

WK 12. 11/13

WK 13. 11/20

WK 14. 11/27

WK 15. 12/4

WK 16. 12/1 Final Critique, Collection of All Assignment Files

The rest of the calendar will be forth coming as of next week ... I sort of wanted to get an idea of where everyone is at—a general feel for the class—before I made too many grand plans.

Colophon

The type in use here is:
The Gentium Project
Open Sans

Both are available free of charge; a simple google search should let you find downloads for each.