**Course Name: Motion Design  
Course Prefix: ART  
Course Number: 3465  
Submitted by: Liese Zahabi, liesezahabi@weber.edu**

Current Date: 9/12/2014 College: Arts & Humanities  
Department: Visual Arts  
From Term: Spring 2015

Substantive

new   
Current Course Subject: N/A  
Current Course Number:

**New/Revised Course Information:**

Subject: ART  
Course Number: 3465

Check all that apply:*This is for courses already approved for gen ed. Use a*[*different form*](http://documents.weber.edu/catalog/forms.htm)*for proposing a new gen ed designation.*

*  DV
*  CA
*  HU
*  LS
*  PS
*  SS
*  EN
*  AI
*  QL
*  TA
*  TB
*  TC
*  TD
*  TE

Course Title: Motion Design  
Abbreviated Course Title: Motion Design  
Course Type: LEL  
Credit Hours: 3  
**or**if variable hours: to

Contact Hours:Lecture: 4  
Lab: 2  
Other:

Repeat Information:Limit: 3  
Max Hrs: 9  
Grading Mode: standard

This course is/will be:

 a required course in a major program  
 a required course in a minor program  
 a required course in a 1- or 2- year program  
 elective

Prerequisites/Co-requisites: ART 3430, ART 3435 and ART 3440 or consent of instructor.

Course description (exactly as it will appear in the catalog, including prerequisites):  
Typically taught: Spring [Full Sem]  
This course is an introduction to Motion Design (in relation to Graphic Design) and will cover the history and aesthetics of motion design, ways to think in time and space, techniques and methods for planning motion sequences, ways to think about and design with typography in motion, and the use of motion-specific industry-standard software and tools (Apple Motion, Adobe Flash, Adobe After Effects). This course aims to: provide historic and current perspectives regarding motion graphics and design; introduce students to categories, styles, terminology and vocabulary used in motion graphics and design; introduce students to basic techniques, methods and concepts used in motion design; work with typography and image in terms of motion; reinforce graphic design tenets and practices, and show how they extend to motion design. Prerequisites: ART 3430 (Typography and Publication Design), ART 3435 (Experimental Typography), and ART 3440 (Graphic Design) or consent of instructor.

Justification for the new course or for changes to an existing course. (Note: Justification should emphasize academic rationale for the change or new course. This is particularly important for courses requesting upper-division status.)  
  
Much of graphic design has moved into the interactive/web based realm, where design elements move and engage users in both time and digital/physical space. Students should be exposed to the specialized skills needed to create websites, interfaces, motion graphics used in movies and on television, and other kinds of interactive/motion design found in the built environment (architecture and urban spaces). The proposed course will allow students to transition their established skills with typography, layout and visual communication into the realm of time-based design. The course will consist of a handful of projects, exposing students to the use of timelines, audio, digital animation, and some video, as well as the planning process of time-based design (including storyboards, sketches, and paper prototypes). Furthermore, the course will allow students to practice with industry-standard software, and develop interactive/motion-based work for their portfolios.

**INFORMATION PAGE   
for substantive proposals only**

1. Did this course receive unanimous approval within the Department? True  
If not, what are the major concerns raised by the opponents?

2. If this is a new course proposal, could you achieve the desired results by revising an existing course within your department or by requiring an existing course in another department?

No. This is a brand new direction for our department, and has a specific focus for our Graphic Design and Art Students. Other courses that deal with motion and animation across campus have different aims and don't deal with the specific creative factors needed by our students.

3. How will the proposed course differ from similar offerings by other departments? Comment on any subject overlap between this course and topics generally taught by other departments, even if no similar courses are currently offered by the other departments. Explain any effects that this proposal will have on program requirements or enrollments in other department. Please forward letters (email communication is sufficient) from all departments that you have identified above stating their support or opposition to the proposed course.

This course will explicitly look at techniques of digital motion design from the perspective of Graphic Design and Art. It will focus on theory, history and the critical assessment of digital motion design, and the artistic experiences created through these techniques, and less on the use of software. We have contacted both the NTM and Communication departments (as both offer courses related to animation and moving image), and the Communication department supports the proposal. We are still waiting to hear back from NTM. A copy of the communication among departments is attached to the proposal.

4. Is this course required for certification/accreditation of a program? No  
If so, a statement to that effect should appear in the justification and supporting documents should accompany this form.

5. For course proposals, e-mail a syllabus to [Faculty Senate](mailto:kbrown4@weber.edu) which should be sufficiently detailed that the committees can determine that the course is at the appropriate level and matches the description. There should be an indication of the amount and type of outside activity required in the course (projects, research papers, homework, etc.).

Please mail a signed [approval page](https://portalapps.weber.edu/lCourseProposal/SignaturePage.PDF)to the Faculty Senate Office, MA 210J, MC 1033.