
New curriculum proposal from DOVAD: Motion Design course....

Liese Zahabi <liesezahabi@weber.edu>

Thu, Oct 30, 2014 at 2:40 PM

To: Allyson Saunders <asaunders@weber.edu>, Sheree Josephson <SJOSEPHSON@weber.edu>

Cc: Matthew Choberka <matthewchoberka@weber.edu>

Allyson/Sheree:

Good afternoon.

Our department is proposing the addition of a Motion Design course as an elective for our department starting Fall of 2015. The college curriculum committee recommended that we contact both your departments to make sure you don't have any concerns. Drew Tyler is a member of that committee and said that he didn't see any problems for overlap or issues with the classes he teaches in Comm, for what that's worth.

I'm attaching the syllabus for the class to this email, and will provide the description and justification in the body of this message.

ART 3465 Motion Design

Description:

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:

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.

I will be the one teaching this course for my department, and am more than happy to work with students from either of your departments regarding the pre-requisites being waived. I love having students from Comm, NTM and computer science in my classes and am always happy to work with them. I also often encourage my students to enroll for classes in your departments as well.

Please let me know if you have any questions or concerns about our proposed curriculum. And if you and your department support the proposal, if you could send back your support as an email, that would be wonderful. We would like to submit the proposal with support for the University Curriculum Committee deadline of November 5, which is this upcoming Wednesday.

Thank you very much for your time during this busy part of the semester.

Liese Zahabi

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DOVAD Biennial Faculty Exhibition

Shaw Gallery in the Kimball Arts Building
September 5 – November 15, 2014
Opening Reception: September 5, 2014 from 7–9 pm



ART3465_Syllabus_MotionDes.pdf
238K

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Sheree Josephson <sjosephson@weber.edu>

Tue, Nov 4, 2014 at 11:26 AM

To: Liese Zahabi <liesezahabi@weber.edu>

Hi Liese,

Our faculty has no problems with your class. We think it complements what we do over here.

Good luck getting this up and running.

sheree

Sheree Josephson, Ph.D.
Chair and Professor
Department of Communication
Elizabeth Hall Room 332
Weber State University
Ogden, UT 84408-1407

On Thu, Oct 30, 2014 at 2:40 PM, Liese Zahabi <liesezahabi@weber.edu> wrote:

[Quoted text hidden]

New curriculum proposal from DOVAD: Motion Design course....

Allyson Saunders <asaunders@weber.edu>

Wed, Nov 5, 2014 at 8:46 AM

To: Liese Zahabi <liesezahabi@weber.edu>

Liese

Thanks for the time to discuss the course proposal with our NTM faculty. Although NTM does have a computer animation and motion course (NTM 3634,) the prerequisites for the NTM course are different from the ART 3465 course. Therefore, the content of both courses are different enough that the curriculum doesn't overlap a significant amount.

Good luck with your proposal.

Allyson Saunders

On Thu, Oct 30, 2014 at 2:40 PM, Liese Zahabi <liesezahabi@weber.edu> wrote:

[Quoted text hidden]

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