



Course Description

GRA1753 | Motion Design 1 | 4.00 credits

Best design practices and the twelve principles of animation are taught in this introductory course. The student will explore hand-drawn techniques and software tools used to create professional Motion Design projects in 2-D and 3-D environments. At the end of this course, a 15 second animated product advertisement will be produced. The student will demonstrate knowledge of outputting files formatted correctly for film, television and web application environments. Prerequisite: GRA1280C; Pre/Corequisite: GRA2117C.

Course Competencies:

Competency 1: The student will describe the characteristics of Motion Design by:

1. Identifying past and current industry leaders and content creators in Motion Design
2. Exploring basic animation principles like squash & stretch, timing, and keyframes
3. Exploring current industry standard animation software applications

Competency 2: The student will apply appropriate lighting and texturing to 3-D scenes by:

1. Identifying various lighting techniques
2. Producing images that display low-key and high-key lighting
3. Adding lights to a 3-D scene and applying various digital lighting attributes
4. Applying three-point lighting techniques to 3-D models
5. Applying texture materials to a 3-D surface
6. Modifying texture materials using an external photo editing software

Competency 3: The student will create photorealistic renders by:

1. Developing 2-D and 3-D graphics for high-quality still images or animated sequences
2. Preparing lighting and textures for high-quality still images
3. Creating vector- and pixel-based graphics for import into an animation software application
4. Outputting still images correctly to produce high-resolution images for print, web, or video

Competency 4: The student will create basic-level animated graphics by:

1. Preparing storyboards, style frames, and animatics for animated sequences
2. Providing basic projects that involve 2-D and 3-D graphics, lighting, texturing, and rendering
3. Executing projects that utilize camera placement and movement
4. Outputting files in compression-standard formats for print, web, or video environments

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities