

# motion graphic design

BACHELOR OF APPLIED SCIENCE DEGREE

First possible start date

Approx. 8 weeks

Length of Term

Approx. 16 weeks

Length of Semester

8 months

Length of Academic Year

32 months

Length of Academic Program

Steps to getting started

Consultation/Campus Tour

Submit Application \$95\*

Acceptance Interview

Personal Essay

Testing (if applicable)

Transcripts

Scholarship Application

Financial Aid Appointment

Orientation

\* \$10 for Veterans. This is a one time non-refundable fee. Please see the refund policy in the catalog for more details.

## freshman year

### GENERAL EDUCATION

Courses are online.

Transfer credits for general education courses are granted on a course-by-course basis based on a transfer request made by the student prior to matriculation. Transfer credits are not guaranteed. See transfer credit policy in the catalog for more details.

Communication & Critical Thinking  
Critical Studies: Analytical Writing and Literature  
Introduction to Psychology

## sophomore year

Mathematical Concepts  
Concepts in Science  
Popular Culture

## junior year

Creative Writing  
American History

## senior year

### PROGRAM SPECIFIC

Concept and Imaging  
Color and Type 1  
Color and Type 2  
Animation & Motion Theory  
Digital Media and Mass Communication  
Advertising Concepts & Strategy 1

Interactivity & Screen Design 1  
Interactivity & Screen Design 2  
Advertising Concepts & Strategy 2  
Motion Graphics 1  
Motion Graphics 2  
3D Modeling 1  
3D for Designers  
Title Design

Music & Video:  
Short Form Cinema  
Music & Video: Advanced Effects  
Elective: Independent Study or Beyond the Screen  
Creative Direction  
Social Media  
Final Project

### FINE ART

Drawing Bootcamp for Designers  
Graphic Design Basics

### COMMON CORE

Media Sound & Visual 1  
Media Sound & Visual 2  
Living in a Media World 1  
Living in a Media World 2

Professional Life Skills  
Elective: Business of Media or Externship  
Business of Media is an elective course. In lieu of taking Business of Media, students may elect to take the externship elective. Students must complete an application process through the Education Dept. to determine eligibility for the externship.

Academic program typically follows the above course sequence; however, Ex'pression reserves the right to modify or change the school calendar, curriculum, class schedules, and/or course sequences as it deems necessary.

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## COURSE DESCRIPTIONS

MGD101

### Drawing Bootcamp for Designers

This course teaches students the tools necessary to enhance their drawing skills in preparation for a future in motion graphic design. This will be achieved through a series of unique exercises, designed to develop skills in the standards of hand drawing and storyboarding. The course focus is two-fold: a practical one—learning and improving hand drawing, body mass, rapid visualization, and perspective—and a theoretical one—learning about storytelling through storyboarding. The topics of timing, framing, camera movements, screen direction and editing will also be explored.

MGD102

### Graphic Design Basics

Students explore the fundamentals of color theory, visual composition, graphic design, and history. Principles of graphic design, solving communication problems for a variety of audiences, research, prototyping, and outcome evaluation will be among the topics addressed. Students work on hands-on assignments such as compositional arrangement of two-dimensional and three-dimensional forms, framing for motion graphics, illustration, photography, and typography.

MGD104

### Concept and Imaging

Concept and Imaging combines the power of conceptual design with digital photography; working with the goal of creating a compelling visual composition. Students will create a project that enhances their ability to develop an idea. They will work in a group atmosphere and learn how to brainstorm. They will also dive into the world of concept and imaging via Photoshop and other digital imaging software. They will be introduced to image editing and color correction, as well as learning basic collage and masking techniques through the use of layers, paths and selection masks. Students will endeavor to develop a critical eye and sharply honed design sense by focusing on the core design principles and typography that will help their individual designs stand out.

MGD201

### Color and Type 1

In Color and Type 1 students learn how to create captivating designs for targeted audiences through the complete design process, from concept development to final output. Students focus heavily on the core visual design principles of color theory and typography. Students develop a critical eye and further their design sense through critique and assessing the work of other designers, while learning the psychology behind visual design, color theory and typography. Each student works with a real client and finishes the course with a strong portfolio piece as well as a thorough understanding of how to apply basic design concepts to the presentation of information.

MGD202

### Color and Type 2

In Color and Type 2 students expand upon their knowledge of color and explore sophisticated use of typography. The knowledge and application of experimental typography as an expressive language is advanced through research of designers and typographers throughout time. Students learn how to present their research visually, work in a group setting, and how to effectively brainstorm. The process for developing strategic and compelling brand identities and designs is explored in depth as students acquire hands-on experience, using the Adobe Creative Suite to create finished and polished designs. The students learn how to prepare artwork for use across different media platforms and have the opportunity to create a working font using FontLab software.

MGD203

### Digital Media and Mass Communication

Digital Media and Mass Communication further explores the expressive aspects of typography, looking at the different ways in which letterforms, layout, images, and color choices create an impact on the reader. Type and layout professionals look at the big picture as well as the details. This course covers all the minutiae (special characters, ligatures, dashes, and hyphens) the student will need to know to add finesse to text layouts and magazine spreads. The specifics of kerning, leading, and tracking adjustments, as well as the exploration of how your choice of type style affects your overall approach is integrated into a final group project—a printed magazine suitable for the student's portfolio.

MGD204

### Animation & Motion Theory

In Animation and Motion Theory students learn how to create short, effective animations utilizing the 12 core animation principles. Students learn how to create a character walk cycle as well as compelling typographical motion-graphic pieces in Adobe Flash. Following industry studio procedures, students develop effective vector-based animation from original storyboards to fully-rendered movement. Students will develop and design a complete animation piece to include in their portfolio.

MGD205

### Interactivity and Screen Design 1

Interactivity and Screen Design 1 focuses on the design/concept process using front-end web technologies. Lectures in this class encompass effective usability, semantics, integrating professional practices and personal aesthetics, working with code, image optimization, and cross-platform compatibility. Students become familiar with color systems and how to publish to an interactive medium. Through technical and theoretical aspects of designing in this medium, students will understand and know the process/strategies professional interactive and interface designers employ, including design and placement of graphics, animation, text elements, functional navigation systems and information architecture. They will learn how to create and style web pages using HTML and CSS. The final project for this class is a real-world client project.

MGD301

### Interactivity and Screen Design 2

In Interactivity and Screen Design 2 students learn how to create seamless interfaces using Graphical User Interface design principles on screens ranging in size from large to small. Students learn how to build and program interactive elements using Flash ActionScript for deployment on desktop, web or mobile devices. Drawing on user experience research and web standards of good practice, students develop interfaces for the web at a professional and robust level. Class projects include design for mobile devices (cell phones, handhelds, etc).

MGD302

### Advertising Concepts & Strategy 1

In Advertising Concept and Strategy 1 students learn the way real-world creative professionals utilize research and strategy to effectively communicate ideas to target markets in print and Web advertising. This course introduces students to the variety of concept generation and brainstorming techniques critical for the development of strong marketing strategies and campaigns. Classes are focused on conceptual progression through critique and reiteration of advertising projects. Students learn how to communicate powerful and memorable messages in a final project that represents a real-world Public Service Announcement (PSA) poster campaign.

MGD303

### Motion Graphics 1

In Motion Graphics 1 students are introduced to Adobe After Effects, an industry-standard compositing and animation tool used to bring static design elements and typography to life. Students expand on their layout and design skills by introducing the element of time to their creative vocabulary. Students learn how to set key frames and manipulate images over time, how to pan large-resolution still images, and simulate camera moves. Topics such as timing, rhythm, and contrast of motion will be examined. Students will learn what it takes to create a unique design for a specific audience, and how professionals use visual design principles to create effective motion graphics pieces. The course has a heavy emphasis on critique and the development of a critical vision with regard to motion graphics.

MGD304

### Advertising Concepts & Strategy 2

Advertising Concept and Strategy 2 builds off of the foundation laid in Advertising Concept and Strategy 1. This course strengthens the students' ability to create an integrated advertising campaign in media formats including motion graphics broadcast design. Students will continue exercises in brainstorming, problem solving, identity/brand design, show package concept and execution, promotions, as well as ways of executing these types of projects for delivery across multiple media platforms.

MGD305

### Motion Graphics 2

In Motion Graphics 2, students advance their layout and design skills to strengthen their understanding of the dynamic uses of motion graphics and animation for broadcast and film. Adobe After Effects is covered in greater detail, and the course emphasizes tips and techniques for project planning and more efficient workflow. Topics in this course include advanced animation techniques, nulls, expressions, track mattes, and keying to composite video and graphic layers. The final project is an animated line-up for a TV program.

MGD306

### 3D for Designers

3D for Designers expands and increases the knowledge base and skill set gained in 3D Modeling 1. Students learn professional techniques for the production of 3D stills as well as animations. Students will learn how to utilize MoGraph (a Cinema 4D module) as a fundamental design tool in combination with software such as Adobe Photoshop, Illustrator and After Effects to create dazzling motion graphic 3D animations.

MGD401

### 3D Modeling 1

In 3D Modeling 1, students examine 3D modeling techniques, terminology and methods. Students work primarily in the software program Cinema 4D to learn basic 3D principles, with emphasis on modeling efficiently and correctly, investigating methods of modifying and deforming geometry, as well as selecting points and polygons for editing. This course combines areas of 3D design such as animation, texturing, lighting and rendering. Different areas of modeling will be explored including logos, architecture, landscapes, vehicles and characters.

MGD403

### Music and Video: Short Form Cinema

Students work with real-world Sound Arts projects that have been recorded at Ex'pression to produce innovative music videos. Students are introduced to the history of the music video genre and discuss the evolution of the format as it is known today as "short form cinema." Students interface with clients from the Sound Arts music projects to brainstorm the concepts that will then be integrated into dynamic music videos. Students take the client's project from concept and storyboarding, to pre-production and live video shoots, to post-production and editing. Students learn video encoding and delivery formats for broadcast. The final project for this class is an edited Music Video. Students will complete their Music Video by adding motion graphic design elements and special effects in the Music Video 2 / Advanced Effects class.

MGD404

### Creative Direction

In Creative Direction students learn how to manage a project, develop an agenda, conduct a meeting, and work in groups—experiences that simulate a real-world design studio, TV station or advertising agency. Students gain creative direction skills and project management skills by executing a project for a real-world client. Students experience and explore the business aspects of design, investigating effective ways to work in a project-based design team environment. The final project is a real-world client campaign, which includes broadcast, web, print, and various marketing design elements.

MGD405

### Final Project

In Final Project students plan, develop and produce their online portfolio and motion graphics reel, highlighting the design work produced while attending Ex'pression and fully incorporating the tools and software skills from all prior courses. This course's lectures include discussion of job descriptions for the specific areas of the industry they are interested in joining, salaries, and resume building. Creative directors from the industry will lecture about what they look for in prospective employee portfolios. At the end of class students will have their own reel and online portfolio.

MGD406

### Music and Video 2: Advanced Effects

In this course students build their technical expertise and complete the post-production portion of their Music Video by creating and adding special effects and motion graphic design elements. Students are exposed to advanced software systems—including 2D and 3D compositing—which are used to create effects at leading digital effects companies. The final project for this class is a Music Video incorporating motion graphic designs and special effects.

### Motion Graphic Design Electives

Students must take one of the following electives:

MGD407

### Elective: Independent Study

Independent study provides students the opportunity to pursue individualized study, and is student initiated, advanced level study, focused on specific learning objectives. Students work one-on-one with a faculty member to create learning objectives, goals, and evaluation methods. The purpose of Independent study is to allow students to pursue advanced academic study in areas where he/she has a foundational background. Students must be prepared to work independently and to meet regularly with a faculty sponsor. Faculty sponsors must be qualified to evaluate your work. Independent Study is intended for advanced-level students who have a substantial background in a particular area and are interested in doing specialized work in that area. Independent study is not appropriate for first and second year students. Students must have a faculty sponsor. Limited to three students per term.

MGD408

### Elective: Beyond the Screen: Motion Graphic Installations

In this course students are exposed to the applications of audio-video installations. Lecture topics include site-specific audio/video installations (such as multi-screen projections, VJ-ing), microcontroller-driven interactive installations, and dynamic render imaging. As a final project, students will develop and produce a site-specific audio-video installation.

MGD409

### Social Media

This course provides an overview of social media channels and contents. It examines social media content usage and best practices for portfolio creation and to spread the word. It focuses on reserving, building and utilizing social media blocks and tackling channels such as Gmail, Google Searches, Alerts, Docs, YouTube, Blip.TV, Vimeo, Global Citizen, Elance, and more. Other topics are explored such as photo and video optimization and syndication, best practices in building relationship and community, and community and relationship management. Throughout this class students will work on developing their social networking abilities, as well as promoting their motion graphics work and portfolios.

MGD412

### Title Design

In this advanced concept and theory laden course, students build upon their knowledge of motion graphics and skills learned in Motion Graphics 1 and 2 as well as their typographic skills learned in fundamentals courses such as Color and Type 1 & 2. Students will use a variety of motion graphic design, digital video and sound editing software to create animated type designs that integrate sound effects, music and motion graphics for digital cinema. As a final project, students create movie titles for original films created by students in the Media Sound and Visual 1 & 2 courses.



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