

Materials Required

- critical thinking and participation
- black sharpie permanent markers
various point sizes, pencils, erasers
- 8" x 10" min. artist sketchbook white
- black-on-black core matte board
(10" x 15" or 15" x 20")
- mounting adhesive: rubber cement
and pick up, masking tapes
- x-acto knife and blades #11, sissors
- 18" metal ruler with non-slip back
- 24" self-healing cutting mat
- T-square, Rt. Triangle, Proportion Scale
- Lt. weight tracing paper-roll or sheets
- Smooth White Paper Pad 14 x 17
- 3-ring Binder (for handouts + notes)
- Portable drive (flash/usb/jump
firewire) comes in various capacities
- digital camera (cell phone camera)

Students are responsible for having mounting materials with them at all times. NO materials will be supplied by instructor on day of critiques. It is your responsibility to be prepared!

Classroom Materials

As a student enrolled in the program you are given access to printers, paper and various bindery items. These materials are to be used only for class projects and with instructor approval. They are a benefit and should not to be abused so we may continue to provide for all students.

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Good Design, at least part of the time, includes the criterion of being direct in relation to the problem at hand - not obscure, trendy, or stylish. A new language, visual or verbal, must be couched in a language that is already understood.—*Ivan Chermayeff*

Course Description

This course focuses on time-based composition and animation of typographic vocabulary through the use of current software. Elements of motion design are introduced with the objective of enhancing visual form, meaning and communication, emphasizing the relationship between typography principles and animation fundamentals.

Pre-requisites: GRA 3112C. This course is restricted to BFA Graphic Design majors

Course Objectives

1. Expand digital vocabulary that encompasses digital design.
2. Be able to select the appropriate software package for distinct design problem-solution projects.
3. Become aware of current issues regarding digital design, production and creative processes.
4. Research
5. Critical thinking.
6. Understand the use of the computer as a creative design tool.
7. Further explore and develop design principles and concepts.
8. Acquire knowledge regarding the concerns and responsibilities surrounding visual communication and the applied arts.

Preparedness

Students are responsible for securing hand-outs, assignment sheets and lecture notes from fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course hand-outs, assignment sheets and lecture notes for the time period they missed. Lectures will not be repeated in person, by phone or email on an individual basis for those who are late or absent under any circumstance.

Students must arrive prepared for class with projects or materials. Students who do not comply with this are subject to final grade point deductions. Students who do not participate in class critiques or individual discussions with faculty during class should not expect private critiques with faculty at a later date. Arrange for delivery of your project if you are ill on the day an assignment is due.

Required Text

- Type in Motion 2, Matt Woolman, 2007
- Typography Workbook: A Real-World Guide to Using Type in Graphic Design, Timothy Samara, 2006
- Adobe After Effects CS6 Digital Classroom Publisher: Wiley, John & Sons, Incorporated ISBN-13: 9781118142790

Books are available at the Davie campus bookstore or on-line at amazon.com, half.com and other sources. Amazon provides students with free 2 day shipping: www.amazon.com/gp/student/signup/info

Websites

- <http://www.aiga.org> (American Institute of Graphic Artists)
- University Center for Excellence in Writing, www.fau.edu/UCEW/

Additional References

Print Journals/Design Magazines: Communication Arts, Graphis, Print, How, ID, EYE, Juxtapoz, Metropolis
Most of these journals also have on-line content.

Methods & Evaluation

Projects involve problem-solving with and without the computer. Emphasis is placed on conceptual thinking and your understanding of visual communication theory, applications and language. This course is primarily project based to prepare the student for current industry standards. Critiques and discussion of work are important to the process of design and this class. Students are expected to participate in critiques and be able to present their ideas and work. Completion of all projects by their assigned due date is required. Final grades will be based on these factors as well as your design process and the quality of the work presented.

Grading Scale

A =	93 - 100
A- =	90 - 92
B+ =	87 - 89
B =	83 - 86
B- =	80 - 82
C+ =	77 - 79
C =	73 - 76
C- =	70 - 72
D+ =	67 - 69
D =	63 - 66
D- =	60 - 62
F =	0 - 59

Projects 400 pts = 90% of grade
(letter grade / point system)

Project 1	= 100 pts = 10%
Project 2	= 100 pts = 10%
Project 3	= 100 pts = 10%
Project 4	= 100 pts = 10%

Participation

(letter grade / point system)

100 pts = 10% of grade
In Class Crits/Commitments**Total: 500 points****Class Participation**

our process throughout the semester is evaluated as part of your final grade. In order to receive full participation points, ALL classes and critiques MUST be fully attended. Your learning can not be effectively fulfilled without your active participation and commitment to the class. Class participation is worth 100 points and 10% of your total grade.

Projects (4)

Participation: you are required to attend all classes. Your participation in class is worth 10% of your grade. Your consistent presence, participation in class lessons, timeliness, process and sketches together account for your participation grade.

Sketches: You are required to keep a sketchbook for all conceptual development. Sketchbook is reviewed throughout the semester for each project and will be evaluated as part of your Class Participation.

Lectures: Note taking during lectures is highly recommended and becomes valuable study materials for exams.

Grading Policy

Assignments are due on the date assigned. Projects are due completed at the beginning of class, otherwise will be considered Late. Late projects will be deducted one (1) letter grade. Projects not turned in by following class period will not be accepted and will result in a 0 (F). Students not present for Exam and who have not made prior arrangements to take the exam early, will receive a 0 for that exam. Make-up exams must be the following class period. Students must attend all project critiques, work-in-progress critiques and exams. Late arrivals on critique and exam days will not be allowed to participate and will be deducted one letter grade for that project or exam. Your performance through the entire semester will be used to determine your final grade including: Projects, Exercises, Exam, Sketches, Class Participation and Process.

Attendance Policy

Attendance is required. Working at home is not a substitute for attending class! Late Arrivals and Early departures a disruptive and not acceptable. You must remain in class until the instructor releases you. Non-penalized (excused) absences are: death in the immediate family, religious observance in your own faith, serious illness or hospitalization, jury duty, subpoena or military service. ALL other scenarios constitute an unexcused absence. Appropriate documentation is required for all excused absences. If no documentation is provided, it will be considered unexcused. In any instance where you are able to notify the instructor prior to class you must do so. You (not the instructor) are still responsible for all work assigned and catching up with the help of fellow classmates. Check the course syllabus for assignment information. Excused absences only will be allowed one (1) extra class period to complete assignments. Students may withdraw without academic penalty up to the mid-point of the semester.

3 Late Arrivals (10 minutes or more) or Early Departures = 1 unexcused absence

3 unexcused absences = drop your Final Grade by one (1) letter grade

4 unexcused absences = Final Grade of (F) for the course

Arriving more than 20 minutes late or departing 20 minutes early = 1 unexcused absence

A critique absence will count as 2 absences. You must be present at the critique start.

Statement of Academic Integrity: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

Students with Disabilities: In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in Boca Raton SU 133 (561-297-3880), in Davie - LA 240 (954-236-1657), in Jupiter - SR 110 (561-799-8585) follow all OSD procedures. <http://osd.fau.edu>.

Unauthorized use of Electronic Devices: Cellular phones must be turned off and stowed while in class. Use of electronic devices such as phones, pagers, texting devices, or games of any kind is not permitted in class such use will result in a disciplinary referral.

Important Dates

JAN 10	Last day to drop/add classes without consequences
JAN 20	MLK Holiday-No Classes
FEB 17-21	Midterm
FEB 28	Last day to drop a course without an F grade
MAR 3-9	Mid Break-No Classes
APR 23	Last Day of Classes
APR 23-30	Final Exam Week
MAY 2	Semester Ends
MAY 5	Grade Due to Registrar

Email & Contact Information

Official information is communicated via your FAU email account. You obligated to regularly check this account and make certain that your box is not full and unable to receive email. All class communication will be conducted by FAU email. My email is provided at the top of the syllabus and each project sheet. Please reference course number GRA 4183C in the subject line of all emails.

- + Graphic Design Talk
- + Discussions, Conversations
- + Exercises/Studies
- + Readings

Evaluation:

- concept
- development
- execution
- craftmanship

Extra Credit

You are required to attend 3 design art events this semester as part of your course attendance. I will recommend possible events. You are also welcome to propose events. You must present evidence of your participation.

Course Calendar* GRA 4183C Typographic Design Lab 3 | SPRING 2013

Week	[9:00am to 12:50 pm]	Friday
Week 1	F JAN 10	Course Overview, GD Talk - Intro
Week 2	F JAN 17	GD Talk - Type basics
Week 3	F JAN 24	GD Talk - Basic animation concepts
Week 4	F JAN 31	Project I DUE: {start software intro}
Week 5	F SEPT 27	studio
Week 6	F FEB 7	studio
Week 7	F FEB 14	Project II DUE: {start software intro}
Week 8	F FEB 21	studio
Week 9	F FEB 28	studio
Week 10	F MAR 7	Mid Break - No class
Week 11	F MAR 14	studio
Week 12	F MAR 21	Project III DUE: {start software intro}
Week 13	F MAR 28	studio
Week 14	F APR 4	studio
Week 15	F APR 11	studio
Week 16	F APR 18	studio
Week 17	F APR 25	Final Project IV DUE: Last Class
Week 18	W APR 30	pick up all work 9-10:15 am

Note: computer "sketches" will not be accepted unless specially indicated
Class preparedness and participation count toward final grade.
Please note: no spray glue is permitted in the buildings—including stairwells.

*Subject to change: instructor reserves the rights to change the project assignments and due dates given in this course

Bibliography

- Moving Type: Designing for Time and Space, by Jeff Bellantoni, Matthew Woolman, Publisher: Rockport Publishers, ISBN-13: 9782880463694
- Type in Motion 2, Matt Woolman, 2007
- Moving Graphics: New Directions in Motion Design, January 2012 - Consortium Book Sales & Dist - 2012.01 - Hardback - 255 pages - ISBN 8492810467
- Motion Graphics with Adobe CS5 Studio Techniques, Sept 2010 - By Robert A. Birnholz, Richard Harrington, Ian Robinson - Peachpit - 2010.09 - ISBN 0321719697
- Adobe After Effects CS6 Digital Classroom, Publication Date: July 3, 2012 | ISBN-10: 1118142799 | ISBN-13: 978-1118142790 | Edition: 1
- Adobe After Effects CS6 Classroom in a Book, Publication Date: June 25, 2012, ISBN-13: 978-0321822437 | Edition: 1
- Typography Workbook: A Real-World Guide to Using Type in Graphic Design, Timothy Samara, 2006
- New Typographic Design, Yale University Press - 2007 - Paperback - 192 pages - ISBN 0300117752
- Creative Motion Graphic Titling: Titling with Motion Graphics for Film, Video, Web, October 2012 - By Bill Byrne, Yael Braha - Taylor & Francis 410 pages - ISBN 1136132139
- Watching Words Move, May 2006 - By Ivan Chermayeff, Tom Geismar - Chronicle Books - 2006.05.11 - Hardback - 64 pages - ISBN 0811852148
- Creative After Effects 5.0: Animation, Visual Effects, and Motion Graphics Production for TV and Video By Angie Taylor - Focal Press - 2001 308 pages - ISBN 0240516222