

# Motion Design Bachelor of Fine Arts Courses

## First Year

### **DSNA 112 Drawing & 2D Design I**

**LA (0,6,3,3)**

Introduction to drawing and two-dimensional design. Instruction in traditional media—pencil, pen, marker—and digital tools. Develop drawing skills through use of line, shape, value, and color. Focus on principles of design as applied to visual communication of concepts and ideas. Prerequisite(s): None.

### **DSNA 113 Drawing & 3D Design I**

**LA (0,6,3,3)**

Introduction to drawing and 3D design. Learn traditional media: paper; cardstock; cardboard. Use digital design tools to develop modeling skills and understanding of mass, space, and texture. Apply principles of design to understanding forms and spaces. Prerequisite(s): None.

### **DSNA 114 4D Design**

**DSNA (0,6,3,3)**

Explore fundamental principles of motion through exercises in: composition; idea generation; digital media; creative problem-solving; collaboration. Emphasis on: movement; metamorphosis; transition; sequential; time and rhythm; pace; editing. Prerequisite(s): None.

### **LIBA 111 Contemporary Design Culture**

**LA (0,6,3,3)**

Survey of contemporary design culture. Explores how the interplay of artists, designers, and thinkers with technological and economic forces has created the look and feel of the objects and practices that continue to shape our culture today. Combines study of pop culture and recent design history with an investigation of philosophical, sociological, psychological, and technological issues. Prerequisite(s): None.

### **WRIT 151 Writing Studio**

**LA (3,0,3,6)**

Introduction to academic and professional writing. Emphasis on: rhetorical knowledge; critical thinking, reading and writing processes and conventions. Analysis and evaluation of multiple reading strategies; composition; use of research tools; development of research process; documentation techniques and incorporation of sources; peer review; editing and proofreading strategies. Prerequisite(s): None.

### **DSNA 122 Drawing & 2D Design II**

**DSNA (0,6,3,3)**

Drawing and 2D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Expand process of communication problem-solving through research, design, and use of images and meaning. Prerequisite(s): DSNA 112.

### **DSNA 123 Drawing & 3D Design II**

**DSNA (0,6,3,3)**

Drawing and 3D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Learn drawing techniques to represent and communicate place, action, object, and narrative. Explore principles and techniques of design as means to understand order, context, and relationships. Prerequisite(s): DSNA 113.

### **MDES 120 Animation Techniques**

**MD (0,6,3,3)**

Introduction to fundamental principles of motion through exercises exploring traditional animation techniques. Experiment with moving image creation through: hand-drawn animation; stop-motion; Claymation; experimental techniques. Emphasis on expressive, non-narrative, graphic explorations and stylizations. Prerequisite(s): DSNA 114.

**ARTH 121 History of Graphic Design****LA (3,0,3,6)**

Survey of the history of graphic design. Considers development of graphic design and the contextual relationships between visual communications, typography, design, illustration, and social/technological evolution. Prerequisite(s): None.

**WRIT 120 Professional Writing for Designers****LA (3,0,3,6)**

Instructs students in styles of writing commonly used in the art and design world, including artist statements, website content, cover letters, pitch letters, resumes, freelance proposals, letters of agreement, grant proposals, marketing and business plans, exhibition/catalog copy, art journal articles and reviews, business emails, press releases, critical reviews for online and print media, and social media/promotional platform writing. Emphasizes considerations of audience and purpose, and the production of clear, cogent, thoughtful writing that adheres to the grammatical rules of Standard American English. Prerequisite: WRIT 151 or the equivalent in transfer credit.

**Second Year****MDES 210 Concept Development I****MD (0,6,3,3)**

Introduction to creative process of design for animation. Focus on visual thinking skills, exploring the relationship between word and image, and the problem solving process for time-based media. Employ a variety of conceptual development techniques, including concept sketches, style frames, and storyboards. Prerequisite(s): None.

**MDES 211 Animation I****MD (0,6,3,3)**

Introduction to 2D animation techniques and compositing software. Incorporate animation principles and typography in the field of title sequence design. Create animated title sequences that graphically set the tone, provide mood, and foreshadow the action of a film. Prerequisite(s): DSNA 114.

**MDES 212 Design I****MD (0,6,3,3)**

Introduction to fundamental elements and principles of design: line; shape; size; value; color; texture. Focus on graphic design and ancillary skills needed to be successful as a motion designer. Prerequisite(s): DSNA 112.

**LMST 282 Literature & Media Studies****LA (3,0,3,6)**

Introduction to literary study and critical thinking about media. Prerequisite(s): None.

**MDES 120 Animation Techniques****MD (0,6,3,3)**

Introduction to fundamental principles of motion through exercises exploring traditional animation techniques. Experiment with moving image creation through: hand-drawn animation; stop-motion; Claymation; experimental techniques. Emphasis on expressive, non-narrative, graphic explorations and stylizations. Prerequisite(s): DSNA 114.

**MDES 220 Concept Development II****MD (0,6,3,3)**

Concept generation and storyboard creation for the development of a collection of animated elements that define the look and style of a broadcast television show. Emphasis on creative visual problem solving to effectively communicate various forms of text and graphical information. Material created in this class will be used as the creative content for the Animation II Class. Prerequisite(s): Minimum C- in MDES 210.

**MDES 221 Animation II****MD (0,6,3,3)**

Explore intermediate animation and compositing techniques through the creation of broadcast television show graphics. Animate graphic components with consistent design strategies that define the style and

personality of a show program. Introduction to branding and how it relates to a show's identity. Prerequisite(s): Minimum C- in MDES 211.

**MDES 222 Design II**

**MD (0,6,3,3)**

Introduction to traditional typography and typesetting for composition and communication. Concepts include: sound and composition; unity; harmony; balance; rhythm; contrast; dominance; transition. Introduction to audio and audio facilities. Prerequisite(s): minimum C- in MDES 212.

**ARTH 111 Development of Art & Ideas**

**LA (3,0,3,6)**

Introductory art history survey. Presents important masterworks from across the globe, from the prehistoric period to the present. Considers art within cultural and historical contexts. Prerequisite(s): None

**Third Year**

**MDES 310 Concept Development III**

**MD (0,6,3,3)**

Concept generation and storyboard creation for the development of a series of animations to introduce or re-package a brand's identity. Research and identify strategic goals for a given product, event, or corporation for creation of comprehensive graphics style-guide. Materials created in this class will be used within the Animation III Class. Prerequisite(s): Minimum C- in MDES 220.

**MDES 311 Animation III**

**MD (0,6,3,3)**

Introduction to basic 3D modeling and animation for commercial advertising. Explore advanced 2D animation and compositing techniques, and the integration of 3-D elements. Animate marketing strategies that combine image, type, sound, and motion to visually establish and articulate a brand's identity for use in out-of-home video displays, such as retail, in-flight, mobile, corporate, and entertainment environments. Prerequisite(s): minimum C- in MDES 221.

**MDES 312 Design III**

**MD (0,6,3,3)**

Continued study of process, philosophy, and foundations of Motion Design. Pragmatic application of previously acquired concepts to projects with controlled/defined sequence and outcomes. Prerequisite(s): Minimum C- in MDES 222.

**INTE 301 Internship Experience**

**AA (0,6,3,3)**

Builds on summer internship experience. Review work done during summer internships. Develop project to convert practical experience and knowledge developed in the field for elective credit. Prerequisite(s): completion of INTE 301 Internship Guidelines & Handbook; obtain required signatures. INTE 301 Internship Guidelines & Handbook can be found on the Career Services Website; completed handbooks should be returned to: Office of Advising, Records & Registration Services. Grading: Credit/No Credit; up to three credits based on internship and project adherence to College and department criteria. Enrollment Deadline: May 31.

**MDES 320 Concept Development IV**

**MD (0,6,3,3)**

Focus on critical stages of the preproduction process for animation. Create two fully developed animation ideas, including: concept creation; style frames; storyboards; timed animatics; motion studies; sound design; and a blog to document the process. Material created will be used as foundation for senior animation project. Prerequisite(s): Minimum C- in MDES 310.

**MDES 321 Animation IV**

**MD (0,6,3,3)**

Continued study of advanced animation and compositing techniques. Create short-form narrative animation for public service announcement (PSA) integrating multiple sources of imagery, including: video; traditional; 2D; 3D; and effects animation. Explore, experiment, and develop new animation techniques to create original and compelling imagery. Prerequisite(s): Minimum C- in MDES 311.

**MDES 322 Design IV**

**MD (0,6,3,3)**

Define scope and parameters of investigations as well as final applications. Complete process of self-initiated project: define; research; design; produce. Work on larger projects with less clearly defined parameters. Explore personal artistic processes and vision with faculty guidance. Prerequisite(s): Minimum C- in MDSN 312.

**Fourth Year**

**MDES 410 Senior Project I**

**MD (3)**

Project to demonstrate student's technical experience and artistic development. Present final proposals and style frames of self-directed animation project, while starting to build data and shooting video footage. Demonstrate knowledge of sophisticated production techniques and strong design skills while emphasizing experimentation and pursuit of an individual aesthetic. Prerequisite(s): Minimum C- in: MDES 320; MDES 321.

**MDES 411 Adv. Motion Design Techniques I**

**MD (0,6,3,3)**

Advanced topics in animation. Explore problem-solving for technical challenges that arise during production of a motion design project. Individual senior projects serve as basis for relevant topics. Prerequisite(s): None.

**MDES 420 Senior Project II**

**MD (0,6,3,3)**

Continued production of thesis project from MD 410. Continue to apply advanced production techniques and principles. Complete process book and animation reel documenting entire animation process from concept to final product. Prepare and present short tutorial on animation techniques found useful in production of senior project. Prerequisite(s): Minimum C- in MDES 410.

**MDES 421 Adv. Motion Design Techniques II**

**MD (0,6,3,3)**

Advanced topics in motion design. Topics chosen to provide problem-solving strategies for technical challenges arising during project production. Instruction in advanced motion design production techniques. Individual senior projects provide basis for relevant topics. Prerequisite(s): Minimum C- in MDES 411.