

# Motion Design

## Statement of Purpose

**Mission.** The Bachelor of Fine Arts in Motion Design exists to provide professional preparation for entry into the motion design industry or studies at the graduate level, and to prepare students for evolving roles in the visual information and communication environments.

**Purpose.** Motion Design exists anywhere there is a screen. Incorporating video, motion, text and sound, the screen's ubiquitous presence has become society's preferred method of communication. By its very definition, Motion Design is media in motion through the integration of a variety of animation and film techniques including traditional animation, digital animation, video and/or film combined within a single work. The Department of Motion Design at Ringling College of Art and Design is committed to providing students with an educational experience that allows them to function at a professional level as motion design artists—able to engage in research, concept development, design development, execution and presentation for clients, as well as to determine their own artistic direction. These two ideas, encouraging creativity in communicating ideas, along with developing fluency with a variety of moving media is at the heart of the department's philosophy to teach students how to deliver creative design solutions through animation. Using exploration and innovation as a common theme, the program uses both tightly integrated and highly interdisciplinary practices, a specialized faculty, and technological resources to provide students the knowledge, skills and aptitudes to understand their creative efforts in the context of contemporary visual culture. Students graduating with a Bachelor's degree in Motion Design from Ringling College of Art and Design will be able to realize their educational and career goals by demonstrating preparedness for graduate school and professional creative enterprises.

**Goals.** The goal of the program is to ensure that students successfully completing the Motion Design program at Ringling College of Art and Design are able to present and talk about their creative process and deliver conceptually strong, well-designed work. They will be prepared for the motion design industry or studies at the graduate level, and to prepare students for evolving roles in the visual information and communication environments. The goal for faculty members in the program is to become facilitators, mentors and eventual colleagues of the professional designers they are developing. The goal of the Department of Motion Design is to cultivate a creative and collaborative environment that becomes recognized as a resource and a hub of expertise for those who are committed to remaining connected to the practice and scholarship of professionals in the industry. Consistent with this, the department embraces nascent technologies into the program to ensure the department stays relevant with this rapidly evolving industry.

## Student Learning Outcomes

1. **Concept Communication.** Demonstrate the ability to effectively communicate multiple creative concepts through words, text, and images utilizing diverse image-making techniques.
  - a. Critical Thinking / Problem Solving
  - b. Ideation
  - c. Written and Verbal Communication
  - d. Drawing
  - e. Diverse Image-Making Techniques
  
2. **Design.** Demonstrate the ability to effectively implement graphic design principles, typography, color theory, cinegraphic design, and audio design.

- a. Typography
  - b. The Principles of 2D Design
  - c. The Principles of 3D Design
  - d. Visual Communication
- 3. Animation.** Demonstrate the ability to apply principles of animation in creating expressive motion that brings design concepts to life.
- a. The Principles of Animation
- 4. Technology.** Demonstrate technical proficiency through the execution of various image creation, animation, and compositing techniques; with an ability to solve technical problems as they arise throughout the animation production workflow.
- a. Relevant Technologies (2D animation software, 3D animation software, compositing software, cameras)
  - b. Basic Audio Production
- 5. Industry and Professional Practices.** Demonstrate an understanding of the profession through the presentation of a professional body of work.
- a. Professional Practices (creating and curating a body of work, knowledge of industry practices and work expectations)
  - b. History of Motion Design / Motion Design Literacy

## MOTION DESIGN CURRICULUM

### I. GENERAL EDUCATION CURRICULUM

**A. Liberal Arts** (8 courses, 24 credit hours, 20%)

WRIT 151 Writing Studio  
 LIBA 111 Contemporary Design Culture  
 WRIT 120 Professional Writing for Designers  
 LMST 282 Literature & Media Studies  
 Literature and Media Studies Elective (recommended: LMST 271 Understanding the Art of Film)  
 Social and Behavioral Sciences Elective (recommended: SBSC 220 Consumer Culture and Behavior)  
 Scientific Practices Elective  
 Arts and Humanities Elective (recommended: ARHU 381 American Creativity II)

**B. General Education** (2 courses, 6 credit hours, 5%)

Two (2) General Education Electives

**C. Art and Design History** (4 courses, 12 credit hours, 10%)

ARTH 111 Development of Art & Ideas  
 ARTH 127 History of Motion Design  
 Two (2) Upper-Level Art History Electives

## II. PROGRAM CURRICULUM

### A. First Year Community

(5 courses, 15 credit hours, 12.5%)

DSNA 112 Drawing & 2D Design I  
DSNA 110 Drawing I  
DSNA 114 4D Design  
DSNA 122 Drawing & 2D Design II  
DSNA 120 Drawing II (Figure)

### B. Motion Design Major

(13 courses, 39 credit hours, 32.5%)

MDES 120 Animation Techniques  
MDES 210 Concept Development I  
MDES 211 Animation I  
MDES 212 Design I  
MDES 220 Concept Development II  
MDES 221 Animation II  
MDES 222 Design II  
MDES 311 Animation III  
MDES 312 Design III  
MDES 321 Animation IV  
MDES 322 Design IV  
MDES 410 Senior Project: Production Studio or MDES 499 Internship (6 credits)  
MDES 420 Senior Project: Experimental

### C. Motion Design 3<sup>rd</sup> Year Electives

(choose 2 courses, 6 credit hours, 5%)

MDES 204 2D Figure in Motion  
MDES 310 Concept Development III  
MDES 313 Projection Mapping  
MDES 320 Concept Development IV  
MDES 350 Advanced Animation Techniques  
MDES 430 Digital Compositing I  
MDES 431 Digital Compositing II

### D. Motion Design 4<sup>th</sup> Year Electives

(choose 2 courses, 6 credit hours, 5%)

MDES 313 Projection Mapping  
MDES 411 Advanced Motion Design Techniques I  
MDES 421 Advanced Motion Design Techniques II  
MDES 430 Digital Compositing I  
MDES 431 Digital Compositing II

## III. ELECTIVES

### A. Open Electives

(4 courses, 12 credit hours, 10%)

Four (4) Open Electives (recommended: INTE 301 Internship)

# Motion Design Curriculum Map

## Motion Design BFA 2021-22

Year 1 Fall	Year 1 Spring	Year 2 Fall	Year 2 Spring	Year 3 Fall	Year 3 Spring	Year 4 Fall	Year 4 Spring
DSNA 110 Drawing I	DSNA 120 Drawing II (Figure)	MDES 210 Concept Development I	MDES 220 Concept Development II	Motion Design 3rd Year Elective	Motion Design 3rd Year Elective	MDES 410 Senior Project: Production Studio or MDES 499 Internship	MDES 420 Senior Project: Experimental
DSNA 114 4D Design	MDES 120 Animation Techniques	MDES 211 Animation I	MDES 221 Animation II	MDES 311 Animation III	MDES 321 Animation IV	Motion Design 4th Year Elective or MDES 499 Internship	Motion Design 4th Year Elective
DSNA 112 Drawing & 2D Design I	DSNA 122 Drawing & 2D Design II	MDES 212 Design I	MDES 222 Design II	MDES 312 Design III	MDES 322 Design IV	Liberal Arts	General Education Elective
LIBA 111 Contemporary Design Culture	ARTH 111 Development of Art & Ideas	ARTH 127 History of Motion Design	LMST 282 Literature & Media Studies	Liberal Arts	Upper-Level Art History	Upper-Level Art History	General Education Elective
WRIT 151 Writing Studio	WRIT 120 Professional Writing	Open Elective	Liberal Arts	Open Elective or INTE 301 Internship	Open Elective	Liberal Arts	Open Elective
	<b>Program Curriculum</b>		<b>General Education</b>			<b>Electives</b>	
<b>Color Key</b>	First Year 15 hours 12.5%	Major Courses 51 hours 42.5%	Liberal Arts 24 Hours 20%	General Education 6 Hours 5%	Art & Design History 12 Hours 10%	Open Electives 12 Hours 10%	<b>120 Credits</b>