



**MERCER**  
COUNTY COMMUNITY COLLEGE

# COURSE OUTLINE

<b>Course Number</b> <b>DMA 275</b>	<b>Course Title</b> <b>Interdisciplinary Studio</b>	<b>Credits</b> <b>3</b>
<b>Hours:</b> <b>Lecture/Lab/Other</b> <b>1 / 4 / 0</b>	<b>Co- or Pre-requisite</b> <b>DMA 210 with a grade of C or higher</b>	<b>Implementation</b> <b>Semester &amp; Year</b> <b>Spring 2022</b>

### **Catalog description:**

Students explore the possibilities of combining digital and traditional animation tools and techniques. The course presents a variety of theoretical issues and will focus on individual exploration of the theory and practice of Motion Design. Emphasis will be placed traditional (handmade) and digital techniques to create multi-media works.

**General Education Category:**  
**Not GenEd**

**Course coordinator:**  
Mauro Zamora, ext. 3340 zamoram@mccc.edu

### **Required texts & Other materials:**

External flash drive 500Gb – 1TB in size

Recommended Books (not required)

#### **Adobe After Effects Classroom in a Book (2022 release)**

By Lisa Fridsma, and Brie Gyncild

Published Jan 12, 2022 by Adobe Press. Part of the Classroom in a Book series

ISBN: 978-1-138-49079-6

#### **The Theory and Practice of Motion Design**

Edited by Brian Stone, and Leah Wahlin

Published 2018 Routledge

ISBN-10: 0-13-762392-5

### **Course Student Learning Outcomes (SLO):**

***Upon successful completion of this course the student will be able to:***

1. Describe and discuss the strengths and shortcomings of traditional and digital media when planning and producing multimedia and motion design works. [Supports ILG # 1; PLO # 6]
2. Discuss the critical perspectives and professional practices of Motion Design artists. [Supports ILG # 1, 6; PLO # 6]
3. Design and produce effective multimedia productions incorporating principles of motions graphics that can be used in a myriad of viewing scenarios. [Supports ILG # 4; PLO # 1, 2, 3, 4, 5]
4. Construct multimedia works that make efficient use of traditional fine art mediums as well as digital hardware and software. [Supports ILG # 4; PLO # 1, 2, 3, 4, 5]
5. Design multimedia projects that utilize data as a main component of the storytelling process. [Supports ILG # 4, 10, 11; PLO # 1, 2, 3, 4, 5, 6]

## **Course-specific Institutional Learning Goals (ILG):**

**Institutional Learning Goal 1. Written and Oral Communication in English.** Students will communicate effectively in both speech and writing.

**Institutional Learning Goal 4. Technology.** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

**Institutional Learning Goal. 6. Humanities.** Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

**Institutional Learning Goal 10. Information Literacy:** Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

**Institutional Learning Goal 11. Critical Thinking:** Students will use critical thinking skills understand, analyze, or apply information or solve problems.

## **Program Learning Outcomes for Digital Media Arts (PLO)**

1. Understand the pre-production process, for applied design in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
2. Understand and apply storytelling principles applicable in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
3. Produce and manage digital assets for various production scenarios including animation, multi-media, web design.
4. Produce and manage two-dimensional and three-dimensional digital assets containing change over time and throughout pagination using professional software.
5. Use professional 3-D modeling, animation, prototyping, or text editor software applications.
6. Develop and present ideas in both written and oral formats.
7. Use professional software applications to design websites with accessible design and content.
8. Use design principles to develop websites that communicate effectively.
9. Create a professional portfolio to serve in the pursuit of further education or employment.

## **Units of study in detail – Unit Student Learning Outcomes:**

### **Unit I            **Motion Design Principles in Practice** [Supports Course SLO # 1, 2, 3]**

#### **Learning Objectives**

#### ***The student will be able to:***

- Illustrate the basics of timing, spacing and rhythm; eases; mas and weight; anticipation; arcs; squash, stretch and smears; follow through and overlapping; exaggeration; and secondary or layered animation in motion design.
- Assess the strengths and shortcomings of motion design principles used in the motion design and motion graphics industry.
- Design and compose motion design projects that integrate timing, spacing and rhythm; eases; mas and weight; anticipation; arcs; squash, stretch and smears; follow through and overlapping; exaggeration; and secondary or layered animation.
- Illustrate how motion design principles can be used for effective communication of ideas and data.

**Unit II**            **Motion design interactions in UX and UI design** [Supports Course SLOs # 1, 4, 5]

**Learning Objectives**

***The student will be able to:***

- Compare various motion design strategies employed across UX and UI design projects.
- Design motion design interactions that communicate a complex series of steps to accomplish a task using motion design principles.
- Construct motion design interactions that communicate a complex series of steps to accomplish a task using motion design principles.
- Prepare motion design projects for use on the web utilizing Lottie and other web API's.

**Unit III**            **Translating the hand-made into the digital** [Supports Course SLOs # 3, 4, 5]

**Learning Objectives**

***The student will be able to:***

- Develop a story that communicates using analog and digital assets combined into a seamless motion design experience.
- Create motion design assets using various hands-on and handmade methods such as painting, sketching, and collage.
- Prepare and modify and digitize handmade assets using photography, stop motion photography, scanning, and video capture.
- Integrate handmade and digital assets into seamless motion interactions.
- Create multimedia animations that utilize the principles of motion design

**Unit IV**            **Combined Analog/Digital Motion Interactions** [Supports Course SLOs # 2, 3, 4, 5]

**Learning Objectives**

***The student will be able to:***

- Create a motion design experience seamlessly combining analog and digital assets that benefit storytelling.
- Create multimedia animations utilizing the principles of motion design and sound storytelling conventions.
- Prepare animations for screening in various screen formats.
- Critique the use of analog/digital asset combinations for effective communication in motion design.

**Unit V**            **Multimedia Motion Interactions** [Supports Course SLOs # 2, 3, 4, 5]

**Learning Objectives**

***The student will be able to:***

- Design and prepare branding collateral to be used in motion design interactions.
- Edit and modify video footage for use in multimedia design projects
- Develop stories that effectively communicate the brand identity of a business in a motion design project.
- Create multimedia, multi-channel motion design projects that integrate video, brand identity collateral, data, and motion design interactions into a seamless multimedia design project.
- Prepare multimedia motion projects for use in a multi monitor display.
- Prepare multi-channel projects for use on the web.
- Critique the use of multichannel, multimedia projects for effective communication.

## **Evaluation of student learning:**

***Achievement of the course objectives will be evaluated using the following tools:***

- Student participation in individual, group discussions and class critiques utilizing the definitions and terminology used in the motion design industry.
- Quality of motion design and storytelling.

### **Grading**

Attendance	10%
Assignments	20%
Critique and Discussion	15%
Projects	55%
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Total	100%