UNIVERSITY OF THE FRASER VALLEY

ORIGINAL COURSE IMPLEMENTATION DATE: September 2007
REVISED COURSE IMPLEMENTATION DATE: September 2016
COURSE TO BE REVIEWED: (six years after UEC approval) January 2022
Course outline form version: 09/15/14

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 203	**Number of Credits:** 3 Course credit policy (105)
Course Full Title: Dynamic Media I: Motion Graphics **Course Short Title (if title exceeds 30 characters):**	
Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic Design

Calendar Description:

Introduction to the production of motion graphics with an emphasis on design and graphic time changes for web and video. Design is studied in relation to techniques for editing and composing time lapses, sound, typography, and media integration.

Note: This course uses tools and technology that vary according to current industry practice.

Prerequisites (or NONE):	GD 157.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or NONE):	

Equivalent Courses (cannot be taken for additional credit)

Former course code/number:

Cross-listed with:

Equivalent course(s):

Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.

Transfer Credit

Transfer credit already exists: ☒ Yes ☐ No

Transfer credit requested (OReg to submit to BCCAT):
☐ Yes ☐ No (if yes, fill in transfer credit form)

Resubmit revised outline for articulation: X Yes ☐ No

To find out how this course transfers, see **bctransferguide.ca**.

Total Hours: 60

Typical structure of instructional hours:

Lecture hours	20
Seminars/tutorials/workshops	20
Laboratory hours	20
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
Total	**60**

Special Topics

Will the course be offered with different topics?
☐ Yes ☒ No

If yes, different lettered courses may be taken for credit:
☐ No ☐ Yes, repeat(s) ☐ Yes, no limit

Note: The specific topic will be recorded when offered.

Maximum enrolment (for information only): 24

Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually

Department / Program Head or Director: Karin Jager	**Date approved:**	October 1, 2015
Faculty Council approval	**Date approved:**	November 2015
Campus-Wide Consultation (CWC)	**Date of posting:**	n/a
Dean/Associate VP: Jacqueline Nolte	**Date approved:**	November 2015
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	January 29, 2016

Learning Outcomes

Upon successful completion of this course, students will be able to:

- articulate a language of kinetic action through study of techniques representing time lapse, juxtaposition, velocity, and illusion
- recognize the benefits of time-based software and identify respective interfaces
- utilize scenes and create and edit masked and guided layers
- execute simple timeline-based animation
- edit animation with action script
- modify animation actions with present controls
- select desired quality settings for publishing
- add sound to a movie
- create and edit a button
- move graphics along a path
- create, format, and edit text
- create and modify movie clip symbols
- produce individual assignments integrating time-based media

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lab instruction, tutorials, examination of source files, projects and independent work, audio visual materials, guest speaker.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
	Subscription to Lynda.com			

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Macintosh computer, Flash drive , Adobe CC current edition

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	60%	Midterm exam:	%	Practicum:	%
Quizzes/tests:	**20**%	Lab work:	%	Field experience:	%	Shop work:	%
Final Project:	20%	Other:	%	Other:	%	Total:	100%

Details (if necessary):

Typical Course Content and Topics

- Introduction to the psychology and physical factors informing our perception of motion
- Software: capabilities and limitations; terminology and navigation
- Experimental animation and title design
- Creating compositions and interactive design
- Animation techniques: series of projects on an outlined chapter by chapter basis
- Working with layers
- Navigating in space
- Displaying time
- Spatial key frames and paths
- Output and delivery
- Reinforcement of software as a tool in the creative process
- Group critiques of individual projects