



Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

Semester: Fall

Course Prefix: ART

Course Title: Motion Graphics I

Year: 2025

Course and Section #:2440-601

Credits: 3

Course Description

Teaches basic principles and techniques of 2D animation with an emphasis on typography. Includes discussion of creative problem solving in time-based media. Includes learning 2D industry software to render video and audio.

Course Attributes

This course has the following attributes:

- ☐ General Education Requirements
- ☐ Global/Intercultural Graduation Requirements
- ☐ Writing Enriched Graduation Requirements
- ☒ Discipline Core Requirements in Program
- ☐ Elective Core Requirements in Program
- ☐ Open Elective

Other: *Click here to enter text.*

Instructor Information

Instructor Name: Jared Salmond

Student Learning Outcomes

1. Communicate effectively using audio and animation;
 2. Create animation using 2D artwork and typography;
 3. Apply terminology and concepts of motion graphics;
 4. Develop presentation skills and techniques for the critique of creative ideas and the explanation of creative concepts.
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Course Materials and Texts

Adobe After Effects Software student license.

Course Requirements

Course Assignments, Assessments, and Grading Policy

Assignments

A large part of the practice, instruction and critique will happen in the classroom; attendance is mandatory. (1 pt. per class = 30 points)

There are a total of 3 projects. Each project has 4 stages and a final deliverable. Performance on each stage of the project will be considered as a part of the total project points. (25 pts each x 3 projects = 75 points)

You are required to start and/or maintain a blog and document your class work throughout the semester. Blog posts of each stage are due every Friday at Midnight. (Each post is worth 1 pt. = 15 points)
Instructions for setting up your blog can be found here: <http://uvudesignportfolio.blogspot.com>

Every student is required to critique 1 other students blog post every week. Comments are due each Sunday by Midnight. (1 point per post for critique = 15 points).

Assessments

There are a total of 120 points for the class. 30 points for class participation (1 point per day), 60 points for projects (25 points for each project), 1 point for each blog post = 15 points, 1 point per week for critique = 15 points. No late assignments will be accepted. Missing more than 4 class days without basis results in a failing grade.

Grading Policy

Grade	Percentage Range
A	91-100%
A-	90%
B+	89%
B	81-88%
B-	80%
C+	79%
C	71-78%
C-	70%
D+	69%
D	61-68%
D-	60%
F	<60%

Required or Recommended Reading Assignments

N/A

General Description of the Subject Matter of Each Lecture or Discussion

Project 1: Animated Logo (Due Day 10)

1. **Day 1: Introduction to Motion Graphics** – Overview of Adobe After Effects and the principles of motion design.
2. **Day 2: Getting Started in After Effects** – Learn the interface, keyframe animation basics, and creating simple movements.

3. **Day 3: *Working with Shapes and Layers*** – Create and animate custom shapes to build dynamic logo elements.
4. **Day 4: *Easing and Timing Principles*** – Master smooth transitions with easing and fine-tuning keyframes.
5. **Day 5: *Color, Gradients, and Visual Impact*** – Explore color schemes and gradient effects to enhance your logo.
6. **Day 6: *Typography in Logos*** – Animate text elements as part of your logo design.
7. **Day 7: *Adding Effects and Styles*** – Use glow, blur, and other effects to give your logo animation personality.
8. **Day 8: *Preview and Refine*** – Iterate on your animated logo with critique and feedback from peers and instructors.
9. **Day 9: *Final Touches*** – Add polish to your logo animation, ensuring smooth transitions and cohesive design.
10. **Day 10: *Project 1 Submission and Review*** – Submit your animated logo and participate in a class critique.

Project 2: Animated Typography (Due Day 20)

11. **Day 11: *Introduction to Animated Typography*** – Explore the role of typography in motion graphics.
12. **Day 12: *Text Layers and Animation Presets*** – Experiment with text animation presets for impactful typography.
13. **Day 13: *Custom Text Animations*** – Create custom text animations using keyframes and expressions.
14. **Day 14: *Timing and Rhythm in Typography*** – Sync text animations to audio or visual beats for dynamic effects.
15. **Day 15: *Masking Techniques*** – Use masks to create reveals and transitions in your typography.
16. **Day 16: *Text Effects and Styling*** – Add depth with shadows, outlines, and gradients in animated text.
17. **Day 17: *Working with Expressions*** – Learn basic expressions to automate complex text animations.
18. **Day 18: *Draft Review and Feedback*** – Present your progress and refine based on critiques.
19. **Day 19: *Final Adjustments*** – Polish your animated typography, focusing on timing and cohesiveness.
20. **Day 20: *Project 2 Submission and Review*** – Submit your animated typography project and engage in a peer critique.

Project 3: Animated Commercial (Due Day 30)

21. **Day 21: *Introduction to Animated Commercials*** – Explore storytelling and branding in motion graphics.
22. **Day 22: *Storyboard and Planning*** – Create a storyboard and script for your animated commercial.
23. **Day 23: *Scene Transitions and Layouts*** – Build and animate transitions between scenes for flow and clarity.
24. **Day 24: *Integrating Visual Elements*** – Combine text, images, and shapes into cohesive compositions.
25. **Day 25: *Adding Audio and Sound Design*** – Sync music and sound effects with your animation.

26. **Day 26: Camera Movements and Depth** – Use After Effects’ 3D tools to add depth and perspective to your scenes.
27. **Day 27: Review and Feedback** – Share your draft commercial and refine based on critiques.
28. **Day 28: Final Polishing and Effects** – Add finishing touches, including color grading and subtle visual effects.
29. **Day 29: Rendering and Exporting** – Learn optimal settings for exporting your animated commercial.
30. **Day 30: Project 3 Showcase and Reflection** – Present your final animated commercial and reflect on your growth throughout the course.

Required Course Syllabus Statements

Generative AI

AI programs are not a replacement for your human creativity, originality, and critical thinking. Writing, thinking, and brainstorming are crafts that you must develop over time to develop your own individual voice. At the same time, you should learn how to use AI and in what instances AI can assist you.

The use of generative AI tools (e.g. ChatGPT) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Finding information on your topic;
- Refining Style direction.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating your work in classroom contexts, such as by using AI tools to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Generating artwork for class assignments.
- Generating final artwork.

You are responsible for the information you submit and that it does not violate intellectual property laws, or contain misinformation or unethical content. Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty.

Any student work submitted using AI tools should clearly indicate what work is the student’s work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

Using Remote Testing Software

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers’ immediate surroundings, may require use of a webcam while taking an exam, may

require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at accessibilityservices@uvu.edu or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at DHHservices@uvu.edu

DHH is located on the Orem Campus in BA 112.

Academic Integrity

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office

for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.