![UVU Utah Valley University logo]

# 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 II

**Year:** 2025
**Course and Section #:** 3440-001
**Credits:** 3

## Course Description

Teaches principles and techniques of 3D animation with an emphasis on typography. Includes discussion of creative problem solving in time-based media. Includes learning 2D and 3D industry software to render video with 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:** Ben Wasden

## Student Learning Outcomes

1. Communicate effectively using audio and animation;
2. Create animation using 3D artwork and typography;
3. Offer meaningful critique to other students;
4. Apply effective principles of rendering.

## Course Materials and Texts

Blender 3D, Adobe After Effects

## 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: 3D Animated Typography (Due Day 10)

   Day 1: Introduction to Blender for Motion Graphics – Explore Blender's interface and motion graphics capabilities.
   Day 2: Creating 3D Text in Blender – Learn how to generate and manipulate 3D text objects.
   Day 3: Animating Text with Keyframes – Animate text movement using position, rotation, and scaling.

Day 4: Text Effects with Modifiers – Use modifiers like wave, array, and displace to create dynamic text animations.

Day 5: Lighting for Typography – Set up effective lighting to enhance your 3D text's appearance.

Day 6: Adding Materials and Textures to Text – Apply materials to achieve metallic, glossy, or textured looks for your typography.

Day 7: Camera Animation Basics – Animate the camera to add depth and motion to your text animations.

Day 8: Rendering and Optimization – Prepare your animated typography for rendering with optimal settings.

Day 9: Project Review and Refinement – Finalize and polish your animated typography based on feedback.

Day 10: Project 1 Submission and Critique – Submit your 3D animated typography project and participate in a peer critique session.

Project 2: Product Promotion (Due Day 20)

Day 11: Introduction to Product Animation – Study examples of product animations and discuss storytelling for promotion.

Day 12: Modeling a Product – Create or import a 3D model of the product for your animation.

Day 13: Adding Product Textures and Materials – Apply realistic materials and textures to your product.

Day 14: Scene Composition for Product Shots – Design an environment or background to highlight your product.

Day 15: Animating the Product – Create animations like rotations, reveals, and movements to showcase your product.

Day 16: Special Effects for Promotion – Add effects such as glows, particles, or dynamic elements to enhance visual appeal.

Day 17: Lighting and Reflections – Experiment with lighting setups to emphasize product features and create dramatic effects.

Day 18: Draft Review and Feedback – Share your animation progress and refine based on critique.

Day 19: Final Polishing and Rendering – Add finishing touches to your product animation and render the final version.

Day 20: Project 2 Submission and Review – Submit your product promotion animation and participate in a feedback session.

Project 3: Animated Title Sequence (Due Day 30)

Day 21: Introduction to Title Sequences – Study iconic title sequences and discuss key elements of storytelling through animation.

Day 22: Storyboarding Your Title Sequence – Plan and sketch the sequence of your title animation.

Day 23: Designing Titles and Assets – Create or import 3D assets and design typography for your sequence.

Day 24: Animating Transitions and Effects – Learn techniques for seamless transitions between scenes and text.

Day 25: Using the Graph Editor for Advanced Animations – Refine motion timing and easing for smoother animations.

Day 26: Adding Atmospheric Effects – Use particles, volumetrics, or other effects to create mood and depth.

Day 27: Music and Sound Integration – Sync your animation with audio to enhance the impact of your title sequence.

Day 28: Final Rendering Settings – Prepare your sequence for high-quality rendering, focusing on performance and output.

Day 29: Project Refinement and Feedback – Incorporate last-minute adjustments based on critique and ensure your project is polished.

Day 30: Project 3 Showcase and Reflection – Present your animated title sequence, reflect on your growth, and participate in a final critique session.

## *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](mailto: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](mailto: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](mailto: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.