Bachelor of Fine Arts Motion Design

First Year

DSNA 112 Drawing & 2D Design I
Introduction to drawing and two-dimensional design. Instruction in traditional media—pencil, pen, marker—and digital tools. Develop drawing skills through use of line, shape, value, and color. Focus on principles of design as applied to visual communication of concepts and ideas. Prerequisite(s): None.

DSNA 110 Drawing I
Introduction to perspective systems and their use in the representation of three-dimensional forms and lighting. Emphasis is placed on visual communication, mark making, and cinematic compositions. Various approaches to perspective will be used to compose single as well as sequential images. Drawing from both observation and imagination, students will investigate the way various camera lenses affect visual perspective. Prerequisite(s): None.

DSNA 114 4D Design
An introduction to sequential design and time-based media. Students begin to explore how to create meaning and communicate ideas through time and sequence using various techniques including drawing, design, audio, video editing, and animation. Focus will be placed on transformation, timing, rhythm, and motion. Prerequisites/Corequisites: None.

DSNA 122 Drawing & 2D Design II
Drawing and 2D design with emphasis on visual ideation and communication. Focus on design techniques that emphasize physical and digital craft, integrated with drawing techniques that emphasize: ideation; iteration and visual exploration; communication of concepts. Expand process of communication problem-solving through research, design, and use of images and meaning. Prerequisite(s): DSNA 112.

DSNA 120 Design II (Figure)
Introduction to figure drawing as used to communicate stories and resolve design problems. Life drawing is used as the foundation for understanding human form and proportions. Less emphasis is placed on refined anatomy or individual characteristics, but rather how the human form communicates attitude, suggests movement, and implies story. Students explore various markmaking approaches and their appropriate uses within industry applications including storyboards and style frames. Prerequisite(s): None.

MDES 120 Animation Techniques
Introduction to fundamental principles of motion through the exploration of traditional animation processes, including stop motion, hand-drawn, and experimental animation techniques. Emphasis will be on creating expressive movement with meaning through the principles of animation. Prerequisite(s): DSNA 114.

Second Year

MDES 210 Concept Development I
Exploration of the pictorial language through the parallels between the graphic design and the cinematic languages. Concepts are developed through storyboards, board-o-matics, videos, soundscapes, and other sequence-based projects, incorporating the elements of time and sequence to strengthen communication. Prerequisite(s): None.

MDES 211 Animation I

2D computer animation emphasizing techniques to create realistic and expressive movement. Building on previous knowledge of the animation principles, students will experiment with various styles of animation, and work together in a collaborative atmosphere towards a single common goal. Prerequisite(s): Minimum C- in MDES 120.

MDES 212 Design I

Building upon first year design courses, students will implement the principles of 2D design specifically within a motion design context. Design principles are reinforced using the previsualization of animations through style frames and design board sequences. Prerequisite(s): DSNA 112.

MDES 220 Concept Development II

Concept generation and development through the exploration and application of the cinematic language as used in animation pre-visualization. Students are introduced to various storytelling approaches, persuasive messaging, and the use rhetorical devices to develop creative concepts. Prerequisite(s): Minimum C- in MDES 210.

MDES 221 Animation II

Introduction to 3D computer animation, language, object creation, f-curve editor, computer animation, modeling, and texturing techniques through the creation of multiple short animations. Prerequisite(s): Minimum C- in MDES 211.

MDES 222 Design II

Introduction to the practical applications of typography as used within the field of Motion Design. Through composition, hierarchy, and nuance, students will explore the use of type to promote effective communication across various mediums, including transition to print and screen. Prerequisite(s): minimum C- in MDES 212.

Third Year

MDES 311 Animation III

Exploration of advanced 3D computer animation, modeling, texturing, and lighting techniques through the creation of multiple short animations. Emphasis placed on animation, seamless integration of various image sources, and graphic elements. Prerequisite(s): minimum C- in MDES 221.

MDES 312 Design III

Exploring processes and methodologies that generate original and meaningful design, with an emphasis on formal experimentation, visual and conceptual research, natural observation, and design systems. Prerequisite(s): Minimum C- in MDES 222.

MDES 321 Animation IV

Continued study of advanced animation techniques and approaches while addressing storytelling and experimentation through motion. In addition to working independently, students will collaborate on projects that are both conceptual and technical in nature. Prerequisite(s): Minimum C- in MDES 311.

MDES 322 Design IV

Exploring visual identity and systems through historic, formal, and conceptual perspectives. Students will develop original logos and identity systems. They will practice working within constraints and develop their strongest project into motion. Prerequisite(s): Minimum C- in MDSN 312.

Two third year electives from:

MDES 320 Concept Development IV
Experimental animation and various motion design topics are presented and discussed to initiate the development of numerous motion design concepts. Students assemble a collection of concept statements, sketches and style frames, GIFs, and proof of concept animations for potential use in the senior project course. Prerequisite(s): Minimum C- in MDES 220.

MDES 350 Advanced Animation Techniques
Advanced exploration of traditional animation techniques including 2D and 3D stop motion, hand drawn animation, and other experimental processes. Emphasis will be on creating expressive, communicative movement utilizing the 12 Principles of Animation. Prerequisite(s): MDES 120 Animation Techniques.

Fourth Year

MDES 410 Senior Project: Production Studio
Application of advanced production techniques and principles to complete multiple animation projects that replicate professional expectations of a motion design production studio. Student projects are chosen from various client-inspired briefs. Students document the entire animation process from concept to final product. Prerequisite(s): Minimum C- in: MDES 320; MDES 321.

MDES 420 Senior Project: Experimental
Production of senior thesis project, demonstrating the culmination of the student's technical experience and artistic development. Students will present final proposals and style frames of their self-directed animation project. This project emphasizes experimentation, self-expression, and pursuit of an individual aesthetic. Prerequisite(s): Minimum C- in MDES 410.

Two fourth year electives from:

MDES 411 Adv. Motion Design Techniques I
Advanced topics in animation. Explore problem-solving for technical challenges that arise during production of a motion design project. Individual senior projects serve as basis for relevant topics. Prerequisite(s): None.

MDES 421 Adv. Motion Design Techniques II
Advanced topics in motion design. Topics chosen to provide problem-solving strategies for technical challenges arising during project production. Instruction in advanced motion design production techniques. Individual senior projects provide basis for relevant topics. Prerequisite(s): Minimum C- in MDES 411.

MDES 430 Digital Compositing I
Overview of the technical and artistic nature of 2D digital compositing, covering topics such as basic image creation, representation and manipulation, color correction processes, chroma keying, planar tracking technologies, and visual cues necessary to create a believable composite. Prerequisite(s): None.

MDES 431 Digital Compositing II
Advanced Visual Effects compositing incorporating 3D synthetic assets into the compositing workflow. Topics such as camera animation, camera tracking, image stabilization, advanced 3D animation, shaders, lights and materials will be discussed. Creation of matte paintings and compositing digital set extensions. Prerequisite(s): MDES 430 Digital Compositing I.

MDES 499 Motion Design Internship
Workplace experience, internship agreement negotiated between intern and site supervisor, approval of faculty, Registrar, and AVPAA/Dean of Undergraduate Studies required. Duties should be challenging, productive, and develop higher-level skills and knowledge. Documentation of performed work, weekly check-ins, and oral presentation required. Prerequisite(s): MDES 321, MDES 322; 3.0 GPA. Grading: Credit/No Credit.