



ORIGINAL COURSE IMPLEMENTATION DATE: September 2007  
 REVISED COURSE IMPLEMENTATION DATE: January 2025  
 COURSE TO BE REVIEWED (six years after UEC approval): September 2030  
 Course outline form version: 26/01/2024

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

<b>Course Code and Number:</b> GD 203	<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>										
<b>Course Full Title:</b> Dynamic Media I: Motion Graphics <b>Course Short Title:</b> Dynamic Media: Motion Graphics											
<b>Faculty:</b> Faculty of Humanities	<b>Department (or program if no department):</b> Graphic Design										
<b>Calendar Description:</b> Students learn dynamic media tools and processes that emphasize animation principles, technical skills, and storytelling. Students develop creative content and produce motion graphics using professional software.  Note: This course uses tools and technology that vary according to current industry practice. Note: The differential tuition fee includes an Adobe CC subscription for the class duration at no additional cost.											
<b>Prerequisites (or NONE):</b>	GD 157.										
<b>Corequisites (if applicable, or NONE):</b>											
<b>Pre/corequisites (if applicable, or NONE):</b>											
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i>  Former course code/number:  Cross-listed with:  Equivalent course(s):  <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	<b>Course Details</b>  Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i>  Directed Study course: <b>[No]</b> <i>(See <a href="#">policy 207</a> for more information.)</i>  Grading System: <b>Letter grades</b>  Delivery Mode: <b>[May be offered in multiple delivery modes]</b>  Expected frequency: Twice per year  Maximum enrolment (for information only): <b>24</b>										
<b>Typical Structure of Instructional Hours</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">20</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">40</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;"><b>Total hours</b></td> <td style="text-align: center;"><b>60</b></td> </tr> </table>	Lecture/seminar	20	Tutorials/workshops	40					<b>Total hours</b>	<b>60</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b>  PLAR is available for this course.
Lecture/seminar	20										
Tutorials/workshops	40										
<b>Total hours</b>	<b>60</b>										
<b>Scheduled Laboratory Hours</b>  Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	<b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i>  Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>Yes</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>										
<b>Department approval</b>	<b>Date of meeting:</b> February 23, 2024										
<b>Faculty Council approval</b>	<b>Date of meeting:</b> March 8, 2024										
<b>Undergraduate Education Committee (UEC) approval</b>	<b>Date of meeting:</b> September 27, 2024										

**Learning Outcomes** *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Describe the tools and concepts of dynamic media with industry specific terminology.
2. Develop creative content through storyboarding and animatics.
3. Apply design and animation principles, and basic cinematography to motion graphics.
4. Identify appropriate media to communicate respectfully to diverse audiences in a time-based environment.
5. Demonstrate technical skills in dynamic media production for moving images and sounds.
6. Manage creative assets for motion graphics production.

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Project:	100%	%	%
	%	%	%

**Details:**

Project 1: Frame to frame animation (20%)

Project 2: Animation principles (40%)

Project 3: Kinetic type (40%)

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

**Typical Instructional Methods** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

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

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Online resource	LinkedIn Learning	<a href="https://www.linkedin.com/learning/search?keywords=motion%20graphic">https://www.linkedin.com/learning/search?keywords=motion%20graphic</a>	
2. Online resource	Adobe Training	<a href="https://helpx.adobe.com/support/after-effects.html">https://helpx.adobe.com/support/after-effects.html</a>	
3. Online resource	Christopher Auchter	<a href="https://www.nfb.ca/directors/christopher-auchter/">https://www.nfb.ca/directors/christopher-auchter/</a>	2017
4. Online resource	Alan Syliboy	<a href="https://www.nfb.ca/directors/alan-syliboy/">https://www.nfb.ca/directors/alan-syliboy/</a>	2009
5.			

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

Studio spaces for this course provide access to Adobe CC, scanners and colour printing. Students enrolled in the GDD diploma program are required to have a MacBook Pro laptop. Students not enrolled in the GDD diploma program can access a Mac computer while on campus.

**Course Content and Topics**

- Exploring the genealogy of animation and motion graphics.
- Understanding design principles, psychology and physical factors informing our perception of motion.
- Non-western perspectives on animation and storytelling with motion design; reflecting on the work of Indigenous animators in motion graphics.
- Exploring diversity and employing inclusive practices for communicating with time-based visual communication.
- Animation principles: the imitation and exaggeration of physical features.
- Cinematography: camera language and storytelling. Planning and creating compositions for motion.
- Introductory software training using current professional-level applications for motion graphics.
- Project management and professional practice in the context of motion design for use in design projects.