

Motion Design (BFA)

Motion Design BFA 2023-24

Year 1 Fall	Year 1 Spring	Year 2 Fall	Year 2 Spring	Year 3 Fall	Year 3 Spring	Year 4 Fall	Year 4 Spring
DSNA 110 Perspective Drawing (ED, MD, VR)	DSNA 120 Figure Drawing I (ED, MD, VR)	MDES 210 Concept Development I	MDES 220 Concept Development II	Motion Design 3rd Year Elective	Motion Design 3rd Year Elective	MDES 410 Senior Project: Production Studio or MDES 499 Internship	MDES 420 Senior Project: Experimental
DSNA 114 Time Based Communication (BOAD, FILM, GD, MD, VR)	MDES 120 Animation Techniques	MDES 211 2D Animation	MDES 221 3D Animation	MDES 311 Advanced 3D Animation	MDES 321 Advanced 2D Animation	Motion Design 4th Year Elective or MDES 499 Internship	Motion Design 4th Year Elective
DSNA 112 2D Design I (BOAD, FILM, GD, MD, PI)	DSNA 122 2D Design II (BOAD, GD, MD)	MDES 212 Design Fundamentals for Motion	MDES 222 Design in Sequence for Motion	MDES 312 Form and Communication	MDES 322 Branding and Visual Systems	Liberal Arts	General Education Elective
LIBA 111 Contemporary Design Culture	ARTH 111 Development of Art & Ideas	ARTH 127 History of Motion Design	LMST 282 Literature & Media Studies	Liberal Arts	Upper-Level Art History	Upper-Level Art History	General Education Elective
WRIT 151 Writing Studio	WRIT 120 Professional Writing	Liberal Arts	Liberal Arts	Open Elective or INTE 301 Internship	Open Elective	Open Elective	Open Elective
Program Curriculum		General Education			Electives		
Color Key		First Year 15 hours 12.5%	Major Courses 51 hours 42.5%	Liberal Arts 24 hours 20%	General Education 6 hours 5%	Art & Design History 12 hours 10%	Open Electives 12 hours 10%

120 Credit Hours

Degree Type

Bachelor of Fine Arts

Statement of Purpose

Mission. The Bachelor of Fine Arts in Motion Design exists to provide professional preparation for entry into the motion design industry or studies at the graduate level, and to prepare students for evolving roles in the visual information and communication environments.

Purpose. Motion Design exists anywhere there is a screen. Incorporating video, motion, text and sound, the screen's ubiquitous presence has become society's preferred method of communication. By its very definition, Motion Design is media in motion through the integration of a variety of animation and film techniques including traditional animation, digital animation, video and/or film combined within a single work. The Department of Motion Design at Ringling College of Art and Design is committed to providing students with an educational experience that allows them to function at a professional level as motion design artists—able to engage in research, concept development, design development, execution and presentation for clients, as well as to determine their own artistic direction. These two ideas, encouraging creativity in communicating ideas, along with developing fluency with a variety of moving media is at the heart of the department's philosophy to teach students how to deliver creative design solutions through animation. Using exploration and innovation as a common theme, the program uses both tightly integrated and highly interdisciplinary practices, a specialized faculty, and technological resources to provide students the knowledge, skills and aptitudes to understand their creative efforts in the context of contemporary visual culture. Students graduating with a Bachelor's degree in Motion Design from Ringling College of Art and Design will be able to realize their educational and career goals by demonstrating preparedness for graduate school and professional creative enterprises.

Goals. The goal of the program is to ensure that students successfully completing the Motion Design program at Ringling College of Art and Design are able to present and talk about their creative process and deliver conceptually strong, well-designed work. They will be prepared for the motion design industry or studies at the graduate level, and to prepare students for evolving roles in the visual information and communication environments. The goal for faculty members in the program is to become facilitators, mentors and eventual colleagues of the professional designers they are developing. The goal of the Department of Motion Design is to cultivate a creative and collaborative environment that becomes recognized as a resource and a hub of expertise for those who are committed to remaining connected to the practice and scholarship of professionals in the industry. Consistent with this, the department embraces nascent technologies into the program to ensure the department stays relevant with this rapidly evolving industry.

Student Learning Outcomes

1. **Concept Communication.** Demonstrate the ability to effectively communicate multiple creative concepts through words, text, and images utilizing diverse image-making techniques.
 - a. Critical Thinking / Problem Solving
 - b. Ideation
 - c. Written and Verbal Communication
 - d. Drawing
 - e. Diverse Image-Making Techniques
2. **Design.** Demonstrate the ability to effectively implement graphic design principles, typography, color theory, cinegraphic design, and audio design.
 - a. Typography
 - b. The Principles of 2D Design
 - c. The Principles of 3D Design
 - d. Visual Communication
3. **Animation.** Demonstrate the ability to apply principles of animation in creating expressive motion that brings design concepts to life.
 - a. The Principles of Animation
4. **Technology.** Demonstrate technical proficiency through the execution of various image creation, animation, and compositing techniques; with an ability to solve technical problems as they arise throughout the animation production workflow.
 - a. Relevant Technologies (2D animation software, 3D animation software, compositing software, cameras)
 - b. Basic Audio Production
5. **Industry and Professional Practices.** Demonstrate an understanding of the profession through the presentation of a professional body of work.
 - a. Professional Practices (creating and curating a body of work, knowledge of industry practices and work expectations)
 - b. History of Motion Design / Motion Design Literacy

General Education Curriculum

Liberal Arts

Literature and Media Studies Elective (recommended: LMST 271 Understanding the Art of Film)

Social and Behavioral Sciences Elective (recommended: SBSC 220 Consumer Culture and Behavior)

Arts and Humanities Elective (recommended: ARHU 381 American Creativity II)

Item #	Title	Credits
WRIT 151	Writing Studio	3
LIBA 111	Contemporary Design Culture	3
WRIT 120	Professional Writing	3
LMST 282	Literature & Media Studies	3
	Literature and Media Studies Elective	3
	Social and Behavioral Sciences Elective	3
	Scientific Practices Elective	3
	Arts and Humanities Elective	3

General Education

Item #	Title	Credits
	General Education Elective	3
	General Education Elective	3

Art and Design History

Item #	Title	Credits
ARTH 111	Development of Art & Ideas	3
ARTH 127	History of Motion Design	3
	Art History Upper-Level Elective	3
	Art History Upper-Level Elective	3

Program Curriculum

First Year Community

Item #	Title	Credits
DSNA 112	2D Design I (BOAD, GD, MD, PI)	3
DSNA 110	Perspective Drawing (ED, MD, VR)	3
DSNA 114	Time Based Communication (BOAD, FILM, GD, MD, VR)	3
DSNA 122	2D Design II (BOAD, GD, MD)	3
DSNA 120	Figure Drawing I (ED, MD, VR)	3

Motion Design Major

Item #	Title	Credits
MDES 120	Animation Techniques	3
MDES 210	Concept Development I	3
MDES 211	2D Animation	3
MDES 212	Design Fundamentals for Motion	3
MDES 220	Concept Development II	3
MDES 221	3D Animation	3
MDES 222	Design in Sequence for Motion	3
MDES 311	Advanced 3D Animation	3
MDES 312	Form and Communication	3
MDES 321	Advanced 2D Animation	3
MDES 322	Branding and Visual Systems	3
MDES 410	Senior Project: Production Studio	3
MDES 420	Senior Project: Experimental	3

Motion Design 3rd Year Electives

Choose 2 courses.

Item #	Title	Credits
MDES 204	2D Figure in Motion	3
MDES 310	Persuasive Messaging in Motion	3
MDES 313	Projection Mapping	3
MDES 320	Experimentation in Motion	3
MDES 323	Styleframe Development for Motion	3
MDES 350	Advanced Animation Techniques	3
MDES 430	Digital Compositing for 2D	3
MDES 431	Digital Compositing for 3D	3

Motion Design 4th Year Electives

Choose 2 courses.

Item #	Title	Credits
MDES 313	Projection Mapping	3
MDES 323	Styleframe Development for Motion	3
MDES 411	Adv. Motion Design Techniques I	3
MDES 421	Adv. Motion Design Techniques II	3
MDES 430	Digital Compositing for 2D	3
MDES 431	Digital Compositing for 3D	3

Open Electives

Item #	Title	Credits
	Open Elective	3
	Open Elective	3
	Open Elective	3
	Open Elective or INTE 301	3

Course Sequencing

Year 1 Fall

Item #	Title	Credits
DSNA 110	Perspective Drawing (ED, MD, VR)	3
DSNA 114	Time Based Communication (BOAD, FILM, GD, MD, VR)	3
DSNA 112	2D Design I (BOAD, GD, MD, PI)	3
LIBA 111	Contemporary Design Culture	3
WRIT 151	Writing Studio	3

Year 1 Spring

Item #	Title	Credits
DSNA 120	Figure Drawing I (ED, MD, VR)	3
MDES 120	Animation Techniques	3
DSNA 122	2D Design II (BOAD, GD, MD)	3
ARTH 111	Development of Art & Ideas	3
WRIT 120	Professional Writing	3

Year 2 Fall

Item #	Title	Credits
MDES 210	Concept Development I	3
MDES 211	2D Animation	3
MDES 212	Design Fundamentals for Motion	3
ARTH 127	History of Motion Design	3
	Liberal Arts Elective	3

Year 2 Spring

Item #	Title	Credits
MDES 220	Concept Development II	3
MDES 221	3D Animation	3
MDES 222	Design in Sequence for Motion	3
LMST 282	Literature & Media Studies	3
	Liberal Arts Elective	3

Year 3 Fall

Item #	Title	Credits
	Motion Design 3rd Year Elective	3
MDES 311	Advanced 3D Animation	3
MDES 312	Form and Communication	3
	Liberal Arts Elective	3
	Open Elective or INTE 301	3

Year 3 Spring

Item #	Title	Credits
	Motion Design 3rd Year Elective	3
MDES 321	Advanced 2D Animation	3
MDES 322	Branding and Visual Systems	3
	Art History Upper-Level Elective	3
	Open Elective	3

Year 4 Fall

Item #	Title	Credits
MDES 410	Senior Project: Production Studio	3
	Motion Design 4th Year Elective	3
	Liberal Arts Elective	3
	Art History Upper-Level Elective	3
	Open Elective	3

Year 4 Spring

Item #	Title	Credits
MDES 420	Senior Project: Experimental	3
	Motion Design 4th Year Elective	3
	General Education Elective	3
	General Education Elective	3
	Open Elective	3