

MINORS

MOTION DESIGN MINOR

Our Mission:

The Motion Design minor will provide students the opportunity to combine graphic design principles with animation techniques to create visually compelling and dynamic graphics for a wide range of applications, such as television, film, advertising, and social media. Students in this minor will develop a unique and valuable skill set that can enhance their career prospects in the rapidly evolving digital media landscape.

Participating Departments:

Program Learning Outcomes

Otis College Interdisciplinary Studies: Motion Design Minor Program Learning Outcomes are action words describing our approach to learning, and what we commit to our students.

Motion Design Minor Students Will:

Grow

Motion Design Minor student work will demonstrate: Disciplinary Knowledge and Skills Proficient knowledge and skills in motion design including effective use of visual design principles, typography, color theory, and animation techniques. Proficiency in Industry-Standard Skills, Technologies, and Processes Proficiencies in utilizing current industry-standard tools and emerging technologies (eg. Adobe After Effects, Blender, Cinema 4D, etc.). Cross-Disciplinary Awareness and Practice • Audience-Focused Research, Historical Context, and Field-Specific Discourse Developed practice grounded in two or more disciplines, understanding how Motion Design contributes to art, film, television, animation, games, advertising and social media for a variety of audiences.

Dare

Motion Design Minor student work will demonstrate: Innovation • Experimentation and Play • Challenge to the Status Quo • Bravery in their Work and their Interactions with Others Capacity to combine aspects of motion design with work in one's major and/or push the boundaries between each field.

Reflect

Motion Design Minor student work will demonstrate: Capacity to Communicate (Orally, Written, and/or Visually) about their Practice Ability to clearly articulate the relationship between their work in motion design and their major and how these studies will help them achieve personal and professional goals. Analysis of Both Ethical and Aesthetic Impacts of Art and Design Analysis of the ethical and aesthetic impacts their work has on their fields of study as well as society, culture, and the environment.

Connect

Motion Design Minor student work will demonstrate: Ability to Work Well, Collaborate, and Build Relationships across Differences in Identity, Perspective, Aesthetics and Disciplines Through group projects and interdisciplinary collaborations, students will learn to work effectively with peers from diverse backgrounds and fields, valuing and incorporating different perspectives into cohesive collaborations. Awareness of Positionality – in the World, their Field, their Communities. • Integration of Skills and Concepts: Successful integration of skills, information and concepts between their majors and Motion Design minor, while understanding and articulating their positionality in their chosen fields.

Shine

Motion Design Minor student work will demonstrate: Ability to define aspirations, future goals and their role within the creative economy. Defined aspirations, future goals and their role as an interdisciplinary creative within the creative economy. Awareness of audience and ability to cultivate relationships with others in their chosen fields. Compelling presentation and exhibition skills, through Annual Exhibition, Capstone, and portfolios. Successful completion and presentation of a reel demonstrating original work in motion design that resonates with intended audiences.

Course Descriptions

TYPG 299 - Typography Elective (3.00)

Choose from: GDES/220 Typography I GDES/221 Typography II GDES/320 Typography III TGDES/321 Typography IV GDES312 Experimental Typography GDES312 Experimental Type in Motion GDES/315 Experimental Typography For The Web ILUS220 Type for Illustrators

MOTN 230 - Motion Design Fundamentals (3.00)

An introduction to basic design and motion design principles and techniques. The pre-requisite for Motion Design Fundamentals (Storytelling for Digital Artists) will be waived for Motion Design minors

MOTN 330 - Motion Design I (3.00)

This course gives students a comprehensive overview of the motion graphic production process using industry standard applications. Emphasis will be placed on the fundamental concepts of digital media, motion design, editing techniques and art direction.

MOTN 325 - Motion Design Explorations (3.00)

This course guides students through the full process of creating a comprehensive identity rebrand campaign for an existing product. Through research, concept development, design production, and professional-style pitch sessions, students will learn how to translate strategic insights into a polished, portfolio-ready campaign. Learning objectives: • Conduct in-depth research and competitive analysis within the industry • Identify core brand challenges and interpret a creative brief • Develop a distinctive, concept-driven identity rebrand • Produce visual assets that demonstrate strong design craft and cohesive brand systems • Present and defend creative decisions in a professional pitch environment • Assemble a refined, portfolio-ready identity rebrand campaign

MOTN 299 - Motion Design Electives (3.00)

A limited choice of LAS and Studio courses will count as Motion Design Minor Electives, as determined each semester by the Interdisciplinary Studies Director, Animation Chair, Game and Entertainment Design Chair and Graphic Design / Illustration Chair. Examples include: AHCS222 History of Graphic Design and Illustration, various courses in typography, social media, motion design, UX/UI and video editing.

Electives

Course Title	Course Number	Credits
Motion Design Fundamentals	MOTN 230	3.00
MOTN: Pro Studio Practices	MOTN 310	3.00
3D Motion Graphic Cinema 4D II	MOTN 490	3.00
ST: Design Lab	INTR 330	3.00
Typography II	GDES 221	3.00
Making with AI Generators	GDIL 334	3.00

Elective Descriptions

MOTN 230 - Motion Design Fundamentals (3.00)

MOTN 310 - MOTN: Pro Studio Practices (3.00)

In this class students will be immersed in the environment of a professional motion design studio. Beginning with concept development including creating storyboards, the class will break down the project into production phases and develop a plan how to produce the project as a motion design team. The class will then focus on the last phase of the production pipeline of finishing, rendering and delivering the final motion design assets. Emphasis will be on learning professional studio practices including: file hierarchy,

MOTN 490 - 3D Motion Graphic Cinema 4D II (3.00)

This course builds on foundational skills in Cinema 4D and introduces students to advanced concepts in 3D motion design. Emphasis will be placed on dynamic simulations, lighting and rendering. Through a series of projects, students will strengthen their ability to conceptualize and execute motion graphics that combine technical skill with strong design principles. By the end of the course, students will have developed portfolio-ready pieces that demonstrate mastery of advanced 3D animation techniques and industry-standard production practices.

Pre-requisites: MOTN 230

INTR 330 - ST: Design Lab (3.00)

Upper division studio courses that facilitate student work across media, genres and disciplines, while also developing skills in interdisciplinary thinking in a supportive community. Topics vary each semester. Examples include: Design Lab, Interdisciplinary Practices, Interdisciplinary Career Pathways Fulfills studio electives.

GDES 221 - Typography II (3.00)

GDIL 334 - Making with AI Generators (3.00)

This class uses established methods for idea and image-generation while employing new tools. Students work with faculty to generate and test guidelines for the use of AI art generators in projects and portfolios. Constrained projects pave the way for open-ended prompts. Guests include artists/designers who use AI in their process, as well as those that have been included in AI training sets without their permission. Students will present their work thus far to establish a baseline for their output. We will hold each other accountable, seek transparency, and test the boundaries of the tools and the value of their use in our creative practices. Open to juniors and seniors students only.

*A limited choice of LAS and Studio courses will count as Motion Design Minor Electives, as determined each semester by the Interdisciplinary Studies Director, Animation Chair, Game and Entertainment Design Chair and Graphic Design / Illustration Chair. Examples include: AHCS222 History of Graphic Design and Illustration, various courses in typography, social media, motion design, and video editing.

**The pre-requisite for Motion Design Fundamentals (Storytelling for Digital Artists) will be waived for Motion Design minors.

See Animation, Game and Entertainment Design, Graphic Design, Illustration and Liberal Arts and Sciences for course descriptions.