MOTION MEDIA DESIGN (MOME)

MOME 105 Principles of Motion Media Design (5 Credits)
From advertisements to film, motion media plays a vital role in the appearance of branding and imagery in media. In this course, students explore the key aspects of motion media, including the historical application of typography and design principles, basic compositing, animation principles, keyframing, and vector and raster asset integration.
Prerequisite(s): DIGI 130 or CMPA 110.
Attributes: Studio Elective Requirement

MOME 115 Survey of Motion Media Design (5 Credits)
Motion media design evolution began with non-narrative experimental films of the 1930s and continued through to the innovative movie titles of Saul Bass in the 1950s, MTV's birth in the 1980s, and the influence of new technologies and media artists in the 1990s and 2000s. This course surveys the history of motion media design and the individuals, companies and current trends that define the field today.

MOME 120 Concepts and Storyboards (5 Credits)
Creating concepts and explaining ideas, style and technique though storyboards are essential skills for the motion media designer. In this course students learn how to conceptualize and visualize motion graphic storyboards with digital techniques as required in the professional world.
Prerequisite(s): (DRAW 100 or FOUN 111) and (DIGI 130 or CMPA 110).
Attributes: Studio Elective Requirement

MOME 130 Motion Media Design Techniques I (5 Credits)
This interdisciplinary course trains students in the essential vocabularies and concepts of motion media design, examining a range of diverse issues of central importance to the motion media designer such as previsualization, cinematography, media theories, digital culture, new media and critical studies.
Prerequisite(s): MOME 105.
Attributes: Studio Elective Requirement

MOME 206 Motion Media Design Techniques II (5 Credits)
This course continues to build upon the knowledge of motion techniques and software. It teaches advanced motion techniques in industry-standard motion graphic software to give students the ability to realize their concepts and ideas in upper-level courses.
Prerequisite(s): MOME 130 or GRDS 348.
Attributes: Studio Elective Requirement

MOME 221 Virtual Reality for Motion Media (5 Credits)
From commercials to immersive feature film trailers to branded entertainment experiences, virtual reality is transforming digital media and providing new opportunities for motion media designers. Students in this course examine the trends, aesthetics, theory and expanding impact of interactive and immersive technologies. Employing motion media techniques, students apply this knowledge to the design and execution of virtual reality content and 360-degree production.
Prerequisite(s): MOME 105.
Attributes: Studio Elective Requirement

MOME 246 Title Design (5 Credits)
This course addresses basic historical and contemporary typographic design concepts utilized in creating simple film titles with graphic shapes, photographs and sound. Students construct graphic elements and typography for use in projects while addressing issues of motion and dynamic relationships.
Prerequisite(s): MOME 105 and MOME 115.
Attributes: Studio Elective Requirement

MOME 305 Motion Media Projection (5 Credits)
This course examines the use of projection systems to display motion media works at scales larger than the human body. Students are introduced to a range of practices in projection, from projection mapping on buildings to architectural and museum installations and projections in gallery contexts. Students are introduced to technical systems for developing and delivering large-scale projected media and apply these techniques in their own studio practice.
Prerequisite(s): MOME 206.
Attributes: Studio Elective Requirement

MOME 309 Concepts in Motion Media Design (5 Credits)
This course introduces fundamental concepts for motion graphics, including graphics and promos for television networks and film titles and logos for advertising. The focus is on design presentation and development, screen composition, graphic transitions and content.
Prerequisite(s): MOME 206.
Attributes: Studio Elective Requirement

MOME 310 Alternative Production Techniques (5 Credits)
This course explores a variety of historical techniques employed by avant-garde/experimental media artists in the creation of their time-based work. Students explore ideas of narrative form, image genres and visual language issues related to context and audience. Students create their own experimental work and improve their critical and conceptual facilities.
Prerequisite(s): MOME 115 or BCST 115.
Attributes: Studio Elective Requirement

MOME 315 Visualizing Music (5 Credits)
The fusion of motion graphics with sound design heightens visual perception and elevates emotional impact. In this course, students explore the dynamic and complex relationship between the visual and auditory senses, elevating their compositions' visual through strategic integration of sound and design. Students create a collection of synchronized works using both instrumental and vocal music.
Prerequisite(s): MOME 115.
Attributes: Studio Elective Requirement

MOME 333 Design for Motion (5 Credits)
In this elective course, students gain an advanced understanding of the design process in motion media production, through a concentrated study of the preparation of production boards across a range of styles. Students broaden their creative and technical experience though detailed exercises, studio sessions, and critiques of their design work, with the aim of producing portfolio quality production boards.
Prerequisite(s): MOME 120.
Attributes: Studio Elective Requirement

MOME 360 Motion Media Cinematography (5 Credits)
This course addresses camera operation, lenses, film stocks, filters, lighting and light measuring, as well as the art and aesthetics of cinematography. Through hands-on practice and exercises, students are introduced to the science behind lighting ratios and exposures, film stocks and emulsion tests and telecine transfers.
Prerequisite(s): MOME 120.
Attributes: Studio Elective Requirement

MOME 369 Time-based Typography (5 Credits)
This course addresses historical and contemporary typographic design concepts using film and television. Students construct graphic elements and typography for use in projects while addressing issues of motion and dynamic relationships.
Prerequisite(s): MOME 206.
Attributes: Studio Elective Requirement

MOME 390 Motion Media Design Professional Development (5 Credits)
Students are introduced to the multifaceted business of motion graphics in which they will be working. While developing a strategic framework for a portfolio, students also examine the industry structures and requirements. Issues of intellectual property, employment markets, contracts, marketing and overlap with other areas of study are considered.
Prerequisite(s): MOME 115 and MOME 206.
Attributes: Business-focused elective; Studio Elective Requirement

MOME 400 Senior Motion Media Design Project I (5 Credits)
Students develop ideas and storyboards for their senior project. They execute the preproduction phase of the project and start production that is finished in a second course.
Prerequisite(s): MOME 309 or BCST 309.
Attributes: Studio Elective Requirement

MOME 401 3D Motion Media Design (5 Credits)
This course explores the foundations of 3D environments. Modeling, textures, lighting and animating are covered with simple animations, logo and shape motion and environmental visual effects.
Prerequisite(s): BREN 200 or MOME 206.
Attributes: Studio Elective Requirement

MOME 408 Multiplatform Media Brand Packaging (5 Credits)
This course discusses historical and contemporary broadcast packages as they relate to design, marketing strategies and branding. These concepts are useful in the creation of show openings, tags, bumpers and other elements that develop network identities and broadcast entities.
Prerequisite(s): MOME 309 or BCST 309.
Attributes: Business-focused elective; Studio Elective Requirement

MOME 440 Advanced 3D Motion Media Design (5 Credits)
From films and music videos to games and apps, 3D motion media is everywhere. In this course, students acquire the advanced motion design skills necessary to generate high-quality, 3D content. Using industry-standard technology solutions, students model, texture, light, animate and track 3D motion media content for a range of entertainment applications.
Prerequisite(s): MOME 401.
Attributes: Studio Elective Requirement

MOME 448 Senior Motion Media Design Project II (5 Credits)
Students execute the postproduction phase of a project, including analysis and critique, organization and scheduling. The goal is to create a final project that showcases the student's artistic vision through his or her acquired skills.
Prerequisite(s): MOME 369 and MOME 400.
Attributes: Studio Elective Requirement

MOME 479 Undergraduate Internship (5 Credits)
Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

MOME 501 Screen Design and Typography (5 Credits)
This course addresses the role of typography and design concepts applied in the field of motion media. Through a series of class projects, students develop the ability to effectively utilize the use of design principles and typographic values to address issues of motion and dynamic relationships.
Attributes: Studio Elective Requirement

MOME 502 Motion Analysis and Application (5 Credits)
This course directs students towards the successful analysis and application of advanced animation techniques and methodologies. Students gain a thorough and deep understanding of motion media techniques, as evidenced in contemporary motion design work. Students explore the impact of these techniques on their personal aesthetic through individual practice, lectures, assigned readings, class discussions and critiques.
Attributes: Studio Elective Requirement

MOME 503 Motion Media Context and Application (5 Credits)
This course explores how motion graphics developed from innovations in a variety of fields including animation, graphic design, advertising and interactive media. The aesthetics that inform contemporary motion graphics began in non-narrative experimental films, continued in the innovative movie titles of the 1950s, video art and MTV, and in new technologies of the 1990s and contemporary media art. This course surveys the history of motion graphics, the individuals, companies and current trends that define the field today.
Attributes: Studio Elective Requirement

MOME 705 Visualization and Concept Storyboarding (5 Credits)
In this course, students are expected to develop the ability to visualize various creative solutions to problems in motion media design. Students learn concept development, engage in the application of appropriate narrative and visual storytelling to those concepts, and produce storyboards that portray concepts accurately and vividly. In the creative phase of production, students are subject to traditional industry constraints, including typical production guides and guidelines.
Attributes: Studio Elective Requirement

MOME 709 Motion Media Cinematography and Editing (5 Credits)
This course introduces the foundations of filmmaking through the critical examination of historical materials. The theoretical and practical applications of the course culminate in the compilation of imagery that encompasses a variety of ideas and concepts and utilizes film and video cameras and editing techniques.
Attributes: Studio Elective Requirement

MOME 711 Advanced Motion Media Design Techniques (5 Credits)
This course gives students the skills and techniques necessary to execute their concepts into motion. Students learn how to interpret and read a storyboard for production and apply industry-standard software in their future motion graphic projects. Students receive training in all phases of motion graphic techniques and production.
Attributes: Studio Elective Requirement

MOME 712 Motion Media Projection for Public Environments (5 Credits)
Innovative projection techniques, when integrated with motion media prowess, artfully manipulate perceptions of space in physical environments. Using interactive controls, students create complex and responsive physical installations for objects, screens and architectural spaces.
Prerequisite(s): MOME 705.
Attributes: Studio Elective Requirement

MOME 715 Visual Design for Music Composition (5 Credits)
From animated sequences to visual effects, a synchronous relationship between kinetic and auditory design is paramount to the creation of compelling content. Through research and analysis of influential designers and compositions, students elevate their practice by applying advanced synchronization strategies that fuse sound with motion graphics and create innovative motion design productions.
Prerequisite(s): MOME 705.
Attributes: Studio Elective Requirement

MOME 719 Media Theory and Application (5 Credits)
This course integrates historical studies, contemporary art and visual theory and practice in the study of early and current thought in media theory. Students are expected to analyze and conceptualize the mass media through active discussion in the classroom, research projects and independent analyses in order to stimulate critical thinking that can be applied to film and digital media. Theoretical methods and models are utilized to inform and develop student practice.

MOME 720 Concept and Design Development for Motion Media (5 Credits)
Successful motion media designers create production boards in a range of styles to meet the parameters of creative briefs. In this course, students sharpen their creative and technical expertise through a focused study of industry practices and advanced design strategies to produce compelling storyboards and visual concepts.
Prerequisite(s): MOME 705.
Attributes: Studio Elective Requirement

MOME 721 Studio Business Practice (5 Credits)
Through articles, case studies, practical assignments and projects, students learn the business side of the media industry including the essentials for running a business or project. Students learn about accounting, budgets, insurance, copyright and intellectual property law, management, and human resources. The course culminates with a project in which students explain how they would run an assigned media job that requires use of all the areas of business covered during the course.

MOME 729 Dynamic Typography (5 Credits)
This course reviews the theories and principles of typography and composition with a focus on understanding the dynamics of motion, legibility, content and message.
Attributes: Studio Elective Requirement

MOME 735 Motion Media Design Studio I: Thesis Preproduction (5 Credits)
In this seminar studio course, students begin the research and exploration necessary to ensure successful completion of a thesis. Students define a personal direction, engage in theoretical exploration and begin to formulate plans for their thesis project in a self-directed and flexible format.
Prerequisite(s): MOME 719; SDGM 719 or SFDM 719.
Attributes: Studio Elective Requirement

MOME 746 Main Title Design (5 Credits)
This course is one of the most important and prestigious aspects of motion graphics. In the tradition of the masters of title design, students learn to conceptualize and express the content they are titling though innovative titling. Students create a body of work of feature film and television main titles.
Prerequisite(s): (MOME 705 or BCST 705).
Attributes: Studio Elective Requirement

MOME 747 Multiplatform Network Branding and Design (5 Credits)
This course is a comprehensive approach to design and branding for broadcast networks. Students create and pitch concepts, make storyboard presentations and as the final project, totally re-brand and re-design a network, including creation of a presentation book of their storyboard concepts and an animated montage of their redesign for the network.
Prerequisite(s): MOME 719; SDGM 719 or SFDM 719.
Attributes: Studio Elective Requirement

MOME 749 Motion Media Design Portfolio (5 Credits)
Students focus on the integration of imagery, websites, video and various other elements into a broadcast design portfolio. Students create effective tools for self-promotion, including a reel, CD compilation, website, cover letter and résumé. Proper and effective marketing techniques, interviewing skills, job search strategies and business practices are covered to provide an understanding of operations in the broadcast industry. M.A. students enroll in this course during their final quarter of the motion media program.
Prerequisite(s): MOME 709.
Attributes: Studio Elective Requirement

MOME 758 3D Design and Methodologies in Motion Media (5 Credits)
This course focuses on the creation of 3D elements for compositing with live action and 2D art. Students are responsible for the modeling and animation of 3D elements, with an emphasis on lighting and camera placement as they apply to motion graphics environments.
Attributes: Studio Elective Requirement

MOME 760 Alternative Methods in Motion Media Design (5 Credits)
This course explores a variety of nontraditional practices for time-based work. Students explore ideas of narrative form, image genres and visual language issues related to context and audience.
Prerequisite(s): MOME 719; SDGM 719 or SFDM 719.
Attributes: Studio Elective Requirement

MOME 775 Motion Media Design Studio II: Thesis Development (5 Credits)
This seminar studio continues the research and exploration of thesis ideas developed in Motion Media Design Studio I. In addition to continuing theoretical exploration, students engage in project organization and preproduction to prepare for the final thesis course.
Prerequisite(s): (MOME 735 or BCST 735) and minimum score of 6 in 'Graduate Prerequisite Test'.
Attributes: Studio Elective Requirement

MOME 777 Advanced 3D Design and Methodologies (5 Credits)
The integration of 3D models and environments adds dynamism and realism to motion media content. Through in-depth research of advanced 3D motion design techniques, students effectively implement and build high production value, 3D motion media content within simulated professional pipelines using industry-standard technology solutions.
Prerequisite(s): MOME 758.
Attributes: Studio Elective Requirement

MOME 779F Graduate Field Internship (5 Credits)
Students in this course undertake a field assignment under the
supervision of a faculty member.

MOME 779T Graduate Teaching Internship (5 Credits)
Students in this course undertake a teaching assignment under the
supervision of a faculty member.

MOME 790 Motion Media Design M.F.A. Thesis (5 Credits)
The motion media design M.F.A. degree program culminates with
completion of a graduate-level thesis that presents a mature, resolved
body of work, and demonstrates advanced professional competence
through mastery of the technical, creative and aesthetic elements of the
discipline. Upon successful completion of the M.F.A. in motion media
design, students master the motion media tool set; create and document
innovative, original motion media projects; and employ historical research
and distinctive aesthetics to make a unique contribution to the discipline.
Prerequisite(s): MOME 735 or BCST 735 and minimum score of 6 in
'Graduate Prerequisite Test'.