I. Description of Course:

1. **Department/Course:** GA - 112
2. **Title:** Motion Graphics
3. **Cross Reference:** Motion Graphics
   - MM - 112
   - Motion Graphics MM - 112
4. **Units:** 3
   - **Lec Hrs:** 2
   - **Lab Hrs:** 3
   - **Tot Hrs:** 90.00
5. **Repeatability:** No
6. **Grade Options:** Grade Only (GR)

12. **Catalog Description:**

This course is an introduction to concepts, practices, and techniques in Motion Graphic Design and Visual Effects software. Topics include digital compositing, animation, interaction design and visual effects to produce captivating communication design for film, TV, web, and multimedia industries.

13. **Class Schedule Description:**

Introduction to motion graphic design and visual effects software.

14. **Counselor Information:**

This course is a hands-on introduction to compositing and special effects for students interested in film and media production.

II. Student Learning Outcomes

The student will:

1. Combine a variety of media including audio, time based media and 2D animation into comprehensive motion graphic presentations.
2. Demonstrate an understanding of the terminology and concepts of motion graphics.
3. Demonstrate the ability to create complex multi-layered animations and export projects for use in the film and broadcasting industry, Internet, CD/DVD/Blu Ray, mobile devices and tablets.
4. Effectively solve visual communication problems by choosing materials, processes and form that communicate specific concepts, content and ideas.
5. Demonstrate an awareness and appreciation of the artistic and scientific contributions made by people from diverse cultures and backgrounds.

III. Course Content:
Lecture

A. Introduction to Motion Graphics
   1. History of the Visual Effects Industry (VEI)
   2. Avant garde cinema
   3. Optical, mechanical and digital effects
   4. Understanding the tools of Motion Graphics
   5. Exploring common motion graphic tasks
   6. Motion Graphics examples by artists from diverse cultural backgrounds

B. Planning Motion Graphics projects
   1. Identify audience
   2. Articulating the concept, proposal
   3. Storyboard and architecture

C. Software demonstrations and techniques
   1. Motion Graphics with video compositing software
      a. Overview of software
      b. Vector vs bitmap
      c. Digital video compositing
      d. Layers
      e. Animation
      f. Effects
      g. 3D animation
      h. Rendering
      i. Superimposition
      j. Green screen keying
      k. Transparency
      l. Procedural matte manipulation
      m. Rotoscopying
      n. Multiplaning and keyframing
   2. Visual Effects
      a. Match Move
      b. Motion Tracking
      c. Wire Removal
   3. Digital video software
      a. Digital video capture
      b. Digital video editing (Adobe Premiere)

D. Design and Composition
   1. Design principles
   2. History of reappropriation
   3. Style, story, character
   4. Moving Type
   5. Film title design

Lab

A. Basic Drawing for storyboard
   1. Creating a storyboard with short descriptions

B. Adobe Premiere overview
   1. Digital video capturing
2. Digital video editing

C. Adobe After Effects
1. Techniques, special effects and shortcuts
2. Practice of concepts introduced in lectures

IV. Course Assignments:
A. Reading Assignments
1. Assigned reading from extensive instructor handouts, articles and online materials.

B. Projects, Activities, and other Assignments
1. Project 1: Use Adobe After Effects to create a motion graphics self-portrait (30 seconds in duration) incorporating photos, drawings, video, visual effects, sound and text.
2. Project 2: Typographic Logo Animation - Use typography and motion tools to create a 20 second typographic animation. Focus is on appropriate use of typography in relation to the theme of the animation.
3. Project 3: Create a film title sequence for a specific motion picture. Focus is on layout, composition, complexity, organization and production. Export project for use on the Internet, CD/DVD/Blu Ray, mobile devices and tablets.

C. Writing Assignments
1. Proposal and storyboard for project 2 and project 3.

V. Methods of Evaluation:
A. Review and assessment of Projects 1, 2. Grading of projects will be based on concept, completion, complexity and craftsmanship. (SLOs 1,2,3,4).
B. Participation in class and online group discussions related to concepts and techniques introduced in class (SLOs 2,5).
C. Oral, in-class critiques of assignments (SLOs 2,5).
D. Assessment of proposal and storyboard. Grading of project will be based on concept, and complexity. (SLO 2).

VI. Methods of Instruction:
A. Lecture
B. Laboratory
C. Discussion
D. Demonstration
E. Audiovisual
F. Collaborative Learning
G. Distance Learning
H. Other
1. Critiques
I. Web-enhanced

VII. Textbooks:
Recommended

Supplemental

VIII. Supplies:
A. 16 GB flash drive

Approval Date:
CCC Number:
TOP Codes:
0614.10
C-ID Number: