

AAD 0093 - INTRODUCTION TO MOTION GRAPHICS

Catalog Description

Prerequisite: Completion of AAD 79 with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)

Description: Application of graphic design principles to filmmaking and video production using various forms of animation and visual effects. Exploration of traditional and experimental approaches to creating dynamic visual content for use in video, design and animation. Topics include the integration of text, video, graphics, and sound into short animation pieces as well as components for larger productions. Aesthetic, conceptual and technological considerations discussed and applied. (CSU, UC)

Course Student Learning Outcomes

- CSLO #1: Identify and apply the elements and principles of design in motion graphics projects.
- CSLO #2: Demonstrate an understanding of the usage of industry software for motion graphics projects.
- CSLO #3: Produce and apply a workflow for a finished project which includes research, storyboarding, development and editing.
- CSLO #4: Incorporate various types of media elements, such as audio, video, vector and bitmap graphics, successfully into a motion graphics project.
- CSLO #5: Critique finished works using terminology from class discussions related to design, intention, and issues specific to time-based media.

Effective Term

Spring 2021

Course Type

Credit - Degree-applicable

Contact Hours

90

Outside of Class Hours

72

Total Student Learning Hours

162

Course Objectives

Lecture Objectives:

1. Identify and describe terminology, technologies, and approaches related to motion graphics;
2. Explain the elements and principles of design as they apply to motion graphics and time-based media;
3. Outline a workflow for motion graphics media sequence which includes pre-production, production and post-production steps;
4. Differentiate between common file types, codecs, formats and output options as they relate specifically to motion graphics;

5. Investigate the usage of source media in projects, including the use of found media elements with regards to Copyright, Creative Commons, Public Domain and Fair Use policies;
6. Research various uses of motion graphics in the fields of commercial video, fine arts, and animation;
7. Analyze time-based media for effective visual communication, recognition of techniques applied and relevance to goals and outcomes;
8. Evaluate and critique time-based works using concepts and terminology relevant to the field.

Laboratory Objectives:

1. Name files and source media correctly and apply file management best practices for motion graphics;
2. Utilize a workflow for motion graphics sequences, including storyboarding, scriptwriting, graphics creation, editing, and output;
3. Create projects using various hardware tools and software applications to create and edit source material into motion graphics sequences;
4. Source and organize appropriate media elements for motion graphics projects, such as still graphics and images, video sequences, text elements; and audio;
5. Compile media into time-based sequences using appropriate motion graphics software;
6. Apply effects, transitions, filters, time-remapping, scale changes and more to sequences using the tools specific to the motion graphics software;
7. Capture and edit media using keying and mattes to isolate content;
8. Composite media elements together into layered projects using motion graphics software;
9. Enhance projects with audio elements;
10. Animate text and still elements in motion graphics sequences;
11. Output final sequences to appropriate file formats using best practices.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable
- UC Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: 1. At the beginning of every class, students are asked to watch a motion graphics video and then analyze the video through class discussion. Students are evaluated on participation and their ability to actively engage in the discussion using proper terminology. (Objective 6, 7, 8)
- Objective Examinations
 - Example: 1. Complete midterm exam identifying key motion graphics terminology; comparing and contrasting formats and codecs for various output requirements; and identify key panels and tools within the software interface. (Objective 1 through 4). Standard grading. Example: 1)Choose the most readable font type for motion graphics: a)Serif b)Sans-Serif c)Ornamental d)Script e)Wingdings/Webdings
- Projects

- Example: 1. Students are assigned a creative composite project for which they are responsible for sourcing and organizing appropriate media elements, such as still graphics and images, video sequences, text elements; and audio. Students are required to animate such elements using the techniques discussed in class. Grading will be based on instructor observation, student participation, and final project. Standard grading rubric. (Objective 1 through 11)
- Skill Demonstrations
 - Example: 1. Students are given a logo to animate in the software. As an in-class skills demonstration, they will demonstrate an understanding of how to animate the logo using various methods as well as incorporating animation curves. Standard grading. (Objective 5, 6, 10)

Repeatable

No

Methods of Instruction

- Laboratory
- Lecture/Discussion
- Distance Learning

Lab:

1. The instructor will provide a lecture on how to successfully use animation curves to create more realistic animated movements. Instructor demonstrates the correct use animation curve tools. Students will then follow an in-class tutorial to master the skill. (Objective 6, 10)

Lecture:

1. Instructor will lecture on common file types, codecs, formats and output options as they relate specifically to motion graphics. Students will discuss the use of different file types and codecs as they related to various output methods. (Objective 4)

Distance Learning

1. Instructor will provide information on the principles of design as they relate to motion graphics and time-based media. A discussion board prompt will be created on the topic. Students will reply to the prompt by researching and identifying a design that interests them. Students will identify the principles of design utilized in the design they've chosen. Students will reply to at least two other student posts with additional relevant information and/or a thought-provoking question. (Lecture/Discussion, Objective 2)
2. Instructor will provide green screen footage to students. Instructor will also provide a demonstration video of how to key out blue or green in the software utilized in the class. Students will follow an assignment prompt that directs them to key out the blue and green in the provided footage. The assignment outline will present specific learning objectives and requirements. (Laboratory/Activity, Objective 7)

Typical Out of Class Assignments Reading Assignments

1. Read the chapter "Animating Text" in the "Adobe After Effect CC Classroom in a Book," focusing on the animation of text elements while

retaining readability in preparation for the Kinetic Typography project. 2. Read the chapter on 3D space in "After Effects Apprentice," focusing on the use of multiplaning effects and using cameras to control the views for the sequence in preparation for the 3D Animation project.

Writing, Problem Solving or Performance

1. View examples of kinetic typography online and write short responses to five different pieces, identifying the strengths and weaknesses in the pieces. Then, choose a short passage from a book, song or poem (50 words, maximum) to animate into your own piece of kinetic typography. You will add legal audio accompaniment to the piece to accentuate the edits, effects and movement throughout the animation. The finished works will then be shared with classmates during a final critique. Students will be evaluated based on their ability to complete the project, animate type while keeping it readable on screen, proficiently use the software tools to create unique visuals that pair well with the chosen, legal, audio samples and export a final playable movie file. 2. Bring in between 7 and ten source images or graphics that will be used in the 3D Animation Project. Please consider the relationships between the individual objects as a way to form a narrative. Once the source materials have been imported into After Effects, you will mask the graphics to reveal only portions of their original content using the masking and matte tools. Once masked, you will use cameras in After Effects to create a 3D composition that will be animated over time to create a dynamic and visually rich experience using special effects, various animation techniques, and include legally sourced audio to accompany the finished piece. Students will be evaluated based on the quality of their animations, the ability to complete the project, the uniqueness of their vision for the final piece, the fit of the chosen audio sample and the relevance of the effects employed.

Other (Term projects, research papers, portfolios, etc.)

Required Materials

- Adobe After Effects CC Classroom in a Book (2017 release)
 - Author: Lisa Fridsma, Brie Gyncild
 - Publisher: Adobe Press
 - Publication Date: 2017
 - Text Edition: 1st
 - Classic Textbook?: No
 - OER Link:
 - OER:
- After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist (Apprentice Series)
 - Author: Meyer, Chris
 - Publisher: Focal Press
 - Publication Date: 2012
 - Text Edition: 3rd
 - Classic Textbook?: No
 - OER Link:
 - OER:
- Adobe After Effects CC Visual Effects and Compositing Studio Techniques
 - Author: Mark Christiansen
 - Publisher: Adobe Press
 - Publication Date: 2013

- Text Edition: 1st
- Classic Textbook?: No
- OER Link:
- OER:

Other materials and-or supplies required of students that contribute to the cost of the course.