

## **COURSE OUTLINE**

### **Art 221 Advanced Motion Graphics**

#### **I. Catalog Statement**

Art 221 provides students with advanced instruction in motion graphics and compositing techniques using Adobe After Effects. Students learn to create broadcast-quality motion graphic animations. Building on the skills learned in Art 220, students are required in this course to realize their designs with a high degree of fidelity to their original design concepts.

Units - 3.0

Lecture Hours - 2.0

Total Studio Hours - 4.0

(Faculty Studio Hours - 2.0 + Student Studio Hours - 2.0 = 4.0 Total Studio Hours)

Prerequisite: Art 220 or equivalent.

Recommended Preparation: Art 210.

Note: This course may be taken 2 times; a maximum of 6 units may be earned.

#### **II. Course Entry Expectations**

Skills Level Ranges: Reading 5; Writing 5; Listening-Speaking 5; Math 3

Prior to enrolling in the course, the student should be able to:

1. analyze technical and aesthetic effects of digital animation;
2. create a storyboard and animatic to refine ideas and identify problems;
3. digitize two dimensional animations for the computer;
4. create digitally animated sequences and transitions;
5. create and manipulate digital camera and lighting effects;
6. analyze and fine-tune digital timing, sequencing, and movement;
7. combine sound with animation;
8. render animation to a completed project.

#### **III. Course Exit Standards**

Upon successful completion of the required coursework, the student will be able to:

1. create from scratch a broadcast-quality motion graphic animation;
2. diagnose and correct animation timing and motion defects;
3. diagnose and correct output for broadcast;
4. evaluate relative strengths and weaknesses of motion graphic designs.

#### **IV. Course Content**

A. Analysis of Cutting-Edge Motion Graphics Projects	8 hours
1. Exemplary current projects	
2. Methods of achieving unique graphic effects	
3. Relationship between industry and motion graphics	
B. Project Conception and Planning	8 hours
1. Storyboarding	
2. Art direction	
3. Effect design	
4. Footage collection/analysis	
5. Animatic	
6. Effect tests	
C. Ongoing Review of After Effects	8 hours
1. Foreground and background elements	
2. Layers	
3. Compositing techniques, keying, rotoscoping	
4. Transitions: cuts, dissolves, fades, wipes, montages	
5. Events based on audio using markers	
6. Camera and lighting effects	
7. Keyframes	
8. Timing and movement using bezier curves	
D. Preparing Final Render for Broadcast	8 hours
E. Laboratories Emphasizing Technical and Aesthetic Development	32 hours

**V. Methods of Presentation**

The following instructional methodologies may be used in the course:

1. lectures and demonstrations;
2. instructor analysis of student work;
3. peer analysis of student work;
4. individual instruction of students in a computer lab;
5. screening of animated shorts, videos, and feature films.

**VI. Assignments and Methods of Evaluation**

1. Projects assigned by the instructor.
2. Peer and instructor review.
3. Review of final projects.
4. Final examination.

**V. Textbooks**

Adobe Creative Team. After Effects Classroom in a Book.  
Berkeley, CA: Peachpit Press, 2007.  
12<sup>th</sup> Grade Textbook Reading Level. ISBN: 0-201-74131-8.

Meyer and Meyer. Creating Motion Graphics with After Effects, Volume 1: The Essentials. 2<sup>nd</sup> Edition.

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Gilroy, CA: CMP Books, 2007.  
12<sup>th</sup> Grade Textbook Reading Level. ISBN: 1578201144.