

COURSE OUTLINE

Art 220 Introduction to Motion Graphics

Catalog Statement

ART 220 provides students with introductory instruction in motion graphics, compositing, visual effects, and animation techniques using Adobe After Effects. Students learn to use digitally scanned photography or artwork, vector based content, video, and audio to create animated sequences. Fundamental aesthetic concepts in creating motion graphics are covered, including composition, color, motion, and timing. Students are exposed to basic technical concepts, such as aspect ratio, output type, and compression/decompression.

Total Lecture Units: 2.5

Total Laboratory Units: 0.5

Total Course Units: 3.0

Total Lecture Hours: 40.0

Total Laboratory Hours: 24.0

Total Laboratory Hours To Be Arranged: 0.0

Total Faculty Contact Hours: 64.0

Recommended Preparation: PHOTO 121 or equivalent.

Course Entry Expectations

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

- analyze technical and design effects on image concept;
- analyze image quality and determine necessary enhancements;
- use Photoshop tools and selection modes to make image adjustments relative to concept;
- create composite and layered photos;
- create color and tone changes in an image.

Course Exit Standards

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

- analyze technical and aesthetic effects of digital animation;
- create a storyboard and animatic to refine ideas and identify design problems;
- digitize two dimensional animations for the computer;
- create digitally animated sequences and transitions;
- create and manipulate digital camera and lighting effects;

- analyze and fine-tune digital timing, sequencing, and movement;
- combine sound with animation;
- render animation to a completed project.

Course Content

Total Faculty Contact Hours = 64.0

History of Motion Graphics (4 lecture hours)

- Early techniques
- Aesthetic and conceptual foundations

Introduction to Animation Software (8 lecture hours)

Critiques Analyzing Animation Concepts, and Technical and Aesthetic Effects

- Current trends in broadcast design
- Themed designs, styles, typographic treatments
- Brand identity through visual identity

Refinement of Animation Project (4 lecture hours)

- Outline
- Compositional relationships
- Key events
- Animatic test sequence
- Preliminary soundtrack

Digitizing content for the storyboard (8 lecture hours)

- Images
- Video
- Footage and conforming standards
 - Analog video vs. digital video
 - Film transferred footage
- Digital content
- Audio

Composing Animation (8 lecture hours)

- Foreground and background elements
- Layers
- Compositing techniques, Keying, Rotoscoping
- Transitions: cuts, dissolves, fades, wipes, montages
- Events based on audio
- Camera and lighting effects
- Keyframes
- Timing and movement using bezier curves

Animation Rendering and Output (8 lecture hours)

- Post compression
- Format conversion for various delivery standards

Laboratories Developing Technical, Aesthetic, and Conceptual (24 lab hours)

- Development

Methods of Instruction

The following methods of instruction may be used in this course:

- lectures and demonstrations;

- instructor critique of student work;
- peer critique of student work;
- individual instruction of students in a computer lab.

Out of Class Assignments

The following out of class assignments may be used in this course:

- projects (making a sculpture);
- field activity (gathering source images).

Methods of Evaluation

The following methods of evaluation may be used in this course:

- evaluation of projects and assignments;
- midterm and final examinations;
- evaluation of final project.

Textbook

Adobe After Effects CS6 Classroom in a Book: The Official Training Workbook from Adobe Systems. Berkeley, CA: Adobe/Peachpit, 2012. Print.
12th Grade Textbook Reading Level. ISBN: 0321822439

Meyer, Trish, and Chris Meyer. *Creating Motion Graphics with After Effects: Version CS5.* Amsterdam: Focal/Elsevier, 2010. Print.
12th Grade Textbook Reading Level. ISBN: 0240814150.

***While these textbooks were not recently published, they remain the most valid instructional materials in the field of animation. These texts are commonly used in equivalent courses at our students' local transfer institutions.*

Student Learning Outcome

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

- create a basic, industry-ready, motion graphic animation.