



**COURSE OUTLINE : ART 220**  
**D Credit – Degree Applicable**  
**COURSE ID 001086**  
**Cyclical Review: September 2020**

**COURSE DISCIPLINE :** ART  
**COURSE NUMBER :** 220  
**COURSE TITLE (FULL) :** Introduction to Motion Graphics  
**COURSE TITLE (SHORT) :** Intro to Motion Graphics  
**ACADEMIC SENATE DISCIPLINE:** Art

**CATALOG DESCRIPTION**

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: 2.00

Total Studio Units: 1.00

**Total Course Units: 3.00**

Total Lecture Hours: 36.00

Total Studio Hours: 36.00

Total Laboratory Hours To Be Arranged: 0.00

**Total Contact Hours: 72.00**

**Total Out-of-Class Hours: 90.00**

Recommended Preparation: PHOTO 160 or equivalent.



**ENTRY STANDARDS**

	<b>Subject</b>	<b>Number</b>	<b>Title</b>	<b>Description</b>	<b>Include</b>
1	PHOTO	160	Photoshop	Identify digital image fundamentals;	Yes
2	PHOTO	160	Photoshop	apply scanning and importing image methods;	Yes
3	PHOTO	160	Photoshop	identify and use Photoshop’s basic interface;	Yes
4	PHOTO	160	Photoshop	apply open, create, resize, and save image methods;	Yes
5	PHOTO	160	Photoshop	create and refine selections to make changes in a document;	Yes
6	PHOTO	160	Photoshop	apply layer basics;	Yes
7	PHOTO	160	Photoshop	apply basic image retouching and enhancing methods;	Yes
8	PHOTO	160	Photoshop	use the paint, shape, pen, and type tools;	Yes
9	PHOTO	160	Photoshop	use the ruler, a grid, guides, and set up their preferences;	Yes
10	PHOTO	160	Photoshop	apply print methods;	Yes
11	PHOTO	160	Photoshop	analyze technical and design effects on image.	Yes

**EXIT STANDARDS**

- 1 Analyze technical and aesthetic effects of digital animation;
- 2 create a storyboard and animatic to refine ideas and identify design 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.

**STUDENT LEARNING OUTCOMES**

- 1 Create a basic, industry-ready, motion graphic animation
- 2 Operate basic animation tools in a broadcast design software application

**COURSE CONTENT WITH INSTRUCTIONAL HOURS**

	<b>Description</b>	<b>Lecture</b>	<b>Lab</b>	<b>Total Hours</b>
1	History of Motion Graphics • Early techniques • Aesthetic and conceptual foundations	4	0	4
2	Introduction to Animation Software	4	0	4



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3	Critiques Analyzing Animation Concepts, and Technical and Aesthetic Effects <ul style="list-style-type: none"> <li>• Current trends in broadcast design</li> <li>• Themed designs, styles, typographic treatments</li> <li>• Brand identity through visual identity</li> </ul>	4	0	4
4	Refinement of Animation Project <ul style="list-style-type: none"> <li>• Outline</li> <li>• Compositional relationships</li> <li>• Key events</li> <li>• Animatic test sequence</li> <li>• Preliminary soundtrack</li> </ul>	4	0	4
5	Digitizing content for the storyboard <ul style="list-style-type: none"> <li>• Images</li> <li>• Video</li> <li>• Footage and conforming standards</li> <li>• Analog video vs. digital video</li> <li>• Film transferred footage</li> <li>• Digital content</li> <li>• Audio</li> </ul>	4	0	4
6	Composing Animation Lecture <ul style="list-style-type: none"> <li>• Foreground and background elements</li> <li>• Layers</li> <li>• Compositing techniques, Keying, Rotoscoping</li> <li>• Transitions: cuts, dissolves, fades, wipes, montages</li> <li>• Events based on audio</li> <li>• Camera and lighting effects</li> <li>• Keyframes</li> <li>• Timing and movement using bezier curves</li> </ul>	8	0	8
7	Animation Rendering and Output <ul style="list-style-type: none"> <li>• Post compression</li> <li>• Format conversion for various delivery standards</li> </ul>	8	0	8
8	Laboratories Developing Technical, Aesthetic, and Conceptual Studio 32 hours Development	0	36	36
				<b>72</b>

**OUT OF CLASS ASSIGNMENTS**

- 1 designing motion graphics;
- 2 laying out design elements;
- 3 compositing video layers.



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**METHODS OF EVALUATION**

- 1 projects and assignments;
- 2 midterm and final examinations;
- 3 final project.

**METHODS OF INSTRUCTION**

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

**TEXTBOOKS**

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Adobe After Effects CC Classroom in a Book	Required	Adobe Press	1	print	Brie Gynclid	0134853253	2019