



COURSE OUTLINE : ART 221
D Credit – Degree Applicable
COURSE ID 001087
Cyclical Review: September 2020

COURSE DISCIPLINE : ART
COURSE NUMBER : 221
COURSE TITLE (FULL) : Advanced Motion Graphics
COURSE TITLE (SHORT) : Advanced Motion Graphics

CATALOG DESCRIPTION

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.

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

Prerequisite: ART 220.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	ART	220	Introduction to Motion Graphics	analyze technical and aesthetic effects of digital animation;	Yes
2	ART	220	Introduction to Motion Graphics	create a storyboard and animatic to refine ideas and identify design problems;	Yes
3	ART	220	Introduction to Motion Graphics	digitize two dimensional animations for the computer;	Yes
4	ART	220	Introduction to Motion Graphics	create digitally animated sequences and transitions;	Yes
5	ART	220	Introduction to Motion Graphics	create and manipulate digital camera and lighting effects;	Yes
6	ART	220	Introduction to Motion Graphics	analyze and fine-tune digital timing, sequencing, and movement;	Yes
7	ART	220	Introduction to Motion Graphics	combine sound with animation;	Yes
8	ART	220	Introduction to Motion Graphics	render animation to a completed project.	Yes

EXIT STANDARDS

- 1 create 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.

STUDENT LEARNING OUTCOMES

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

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Analysis of Cutting-Edge Motion Graphics Projects <ul style="list-style-type: none"> • Exemplary current projects • Methods of achieving unique graphic effects • Relationship between industry and motion graphics 	9	0	9
2	Project Conception and Planning <ul style="list-style-type: none"> • Storyboarding • Art direction • Effect design • Footage collection/analysis • Animatic • Effect tests 	9	0	9



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3	Ongoing Review of After Effects • Foreground and background elements • Layers • Compositing techniques, keying, rotoscoping • Transitions: cuts, dissolves, fades, wipes, montages • Events based on audio using markers • Camera and lighting effects • Keyframes • Timing and movement using bezier curves	9	0	9
4	Preparing Final Render for Broadcast	9	0	9
5	Laboratories Emphasizing Technical and Aesthetic Development	0	36	36
				72

OUT OF CLASS ASSIGNMENTS

- 1 Projects assigned by the instructor

METHODS OF EVALUATION

- 1 Peer and instructor review
- 2 Final projects
- 3 Final examination

METHODS OF INSTRUCTION

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



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TEXTBOOKS

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