ART221 : Advanced Motion Graphics

General Information

Author:	• Roger Dickes
Course Code (CB01) :	ART221
Course Title (CB02) :	Advanced Motion Graphics
Department:	ART
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0614.40) Animation
CIP Code:	(10.0304) Animation, Interactive Technology, Video Graphics, and Special Effects.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590049
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	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 in this course will realize their designs with a high degree of fidelity to their original design concepts.
Justification:	Mandatory Revision
Academic Career:	• Credit
Author:	• Roger Dickes

Academic Senate Discipline

Primary Discipline:	• Art
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

☐ Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	72
Total Course Out-of-Class Hours	90
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Funding Agency Category (CB23)

Not Applicable.

☐ Cooperative Work Experience Education Status (CB10)

☐ Variable Credit Course

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	2	4
Laboratory Hours	0	0
Studio Hours	2	1

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	36
Laboratory	0
Studio	36
Total	72
Course Out-of-Class Hours	
Lecture	72
Laboratory	0
Studio	18
Total	90

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Prerequisite

ART220 - Introduction To Motion Graphics (in-development)

Objectives

- 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.

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction	Lecture
Methods of Instruction	Laboratory
Methods of Instruction	Demonstrations

Out of Class Assignments

- Projects assigned by the instructor

Methods of Evaluation	Rationale
Project/Portfolio	Peer and instructor review
Project/Portfolio	Final projects
Exam/Quiz/Test	Final examination

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Lisa Fridsma	Adobe After Effects CC Classroom in a Book	Adobe Press	December, 2022	978-0137982530

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Create a broadcast-quality motion graphic animation.

Diagnose and correct animation timing and motion defects.

Diagnose and correct output for broadcast.

Evaluate relative strengths and weaknesses of motion graphic designs.

SLOs

Create an advanced, industry-ready, motion graphic animation. Expected Outcome Performance: 70.0

ILOs Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
ART Visual Arts: Animation - A.A. Degree Major	College-age students and avocational leaners gain skills allowing for transfer to 4-year colleges or entry into the workplace.
	Industry-workers retrain themselves to diversify their work options within animation, gaming, or visual effects
ART Art - Certificate	Define and use core concepts in 2D and 3D art
	Demonstrate skill in a broad range of media, materials and processes
ART Art - A.S. Degree Major	Define and use core concepts in 2D and 3D art
	Demonstrate skill in a broad range of media, materials and processes
ART Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
	Employ basic concepts in 2D design and drawing, or 3D design and drawing-for-sculpture; create portfolio ready, original artworks
ART Graphic Design - A.A. Degree Major	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
ART Visual Arts: Graphic Design - A.A. Degree Major (NIC)	Develop and incorporate critical elements of Graphic Design curriculum
	Develop and incorporate industry standards of technical elements of Graphic Design
ART Animation - A.S. Degree Major (NAS)	Retrain themselves to diversify their work options within animation, gaming, or visual effects

Operate advanced animation tools in broadcast design software application. Expected Outcome Performance: 70.0

ART Visual Arts: Animation - A.A. Degree Major	College-age students and avocational leaners gain skills allowing for transfer to 4-year colleges or entry into the workplace.
	Industry-workers retrain themselves to diversify their work options within animation, gaming, or visual effects
ART Art - Certificate	Define and use core concepts in 2D and 3D art
	Demonstrate skill in a broad range of media, materials and processes
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ILOs Core ILOs	Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.
ART Studio Arts	Demonstrate intermediate mastery in a range of 2D/3D visual media
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ART Animation - A.S. Degree Major (NAS)	Retrain themselves to diversify their work options within animation, gaming, or visual effects

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Analysis of Cutting-Edge Motion Graphics Projects (9 hours)

- Exemplary current projects
- Methods of achieving unique graphic effects
- Relationship between industry and motion graphics

Project Conception and Planning (9 hours)

- Storyboarding
- Art direction
- Effect design
- Footage collection/analysis
- Animatic
- Effect tests

Ongoing Review of After Effects (9 hours)

- 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 Preparing Final Render for Broadcast

Preparing Final Render (9 hours)

Total hours: 36

Laboratory/Studio Content

Analysis of Cutting-Edge Motion Graphics Projects (9 hours)
- Exemplary current projects
- Methods of achieving unique graphic effects
- Relationship between industry and motion graphics

Project Conception and Planning (9 hours)
- Storyboarding
- Art direction
- Effect design
- Footage collection/analysis
- Animatic
- Effect tests

Ongoing Review of After Effects (9 hours)
- 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
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Preparing Final Render (9 hours)

Total hours: 36

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liason?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No Value

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value