

## ART220 : Introduction To Motion Graphics

### General Information

Author:	<ul style="list-style-type: none"><li>Roger Dickes</li></ul>
Course Code (CB01) :	ART220
Course Title (CB02) :	Introduction To 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) :	CCC000051286
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 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. The course includes fundamental aesthetic concepts in creating motion graphics, including composition, color, motion, and timing. Students are also introduced to basic technical concepts, such as aspect ratio, output type, and compression/decompression.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>
Author:	<ul style="list-style-type: none"><li>Roger Dickes</li></ul>

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Art</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

### Course Development

Basic Skill Status (CB08)	Course Special Class Status (CB13)	Grading Basis
Course is not a basic skills course.	Course is not a special class.	<ul style="list-style-type: none"><li>Grade with Pass / No-Pass Option</li></ul>

Allow Students to Gain Credit by Exam/Challenge

Pre-Collegiate Level (CB21)

Not applicable.

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

<b>Minimum Credit Units (CB07)</b>	3
<b>Maximum Credit Units (CB06)</b>	3
<b>Total Course In-Class (Contact) Hours</b>	72
<b>Total Course Out-of-Class Hours</b>	90
<b>Total Student Learning Hours</b>	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.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience Education Status (CB10)

### Weekly Student Hours

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

### Course Student Hours

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

Laboratory	0
Studio	18
<b>Total</b>	<b>90</b>

### 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

#### Advisory

PHOTO160 - Photoshop (in-development)

#### Objectives

- Identify digital image fundamentals.
- Apply scanning and importing image methods.
- Identify and use Photoshop's basic interface.
- Apply open, create, resize, and save image methods.
- Create and refine selections to make changes in a document.
- Apply layer basics.
- Apply basic image retouching and enhancing methods.
- Use the paint, shape, pen, and type tools.
- Use the ruler, a grid, guides, and set up their preferences.
- Apply print methods.
- Analyze technical and design effects on image.

### 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

- Designing motion graphics
- Laying out design elements
- Compositing video layers

### Methods of Evaluation

### Rationale

Project/Portfolio

Compositing Video Layers Assignment

Exam/Quiz/Test

Midterm Exam

Exam/Quiz/Test

Final Exam

Project/Portfolio

Final Project

Project/Portfolio

Motion graphics project

### Textbook Rationale

No Value

### Textbooks

Author	Title	Publisher	Date	ISBN
Lisa Fridsma	Adobe After Effects CC Classroom in a Book	Adobe Press	December 2022	978-0137623921

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

No Value

### Materials Fee

No value

## Learning Outcomes and Objectives

### Course Objectives

Analyze technical and aesthetic effects of digital animation.

Create a storyboard and animatic to refine ideas and identify design problems.

Generate digitized 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.

Generate rendered animation to a completed project.

### SLOs

#### Create a basic, industry-ready, motion graphic animation.

Expected Outcome Performance: 70.0

<i>ILOs</i> 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.
<i>ART</i> Visual Arts: Animation - A.A. Degree Major	College-age students and avocational learners 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
<i>ART</i> Art - Certificate	Define and use core concepts in 2D and 3D art  Demonstrate skill in a broad range of media, materials and processes
<i>ART</i> 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
<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
<i>ART</i> 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
<i>ART</i> 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

<i>ART</i> 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

<i>ART</i> Animation - A.S. Degree Major (NAS)	Retrain themselves to diversify their work options within animation, gaming, or visual effects
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**Operate basic animation tools in a broadcast design software application.** Expected Outcome Performance: 70.0

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	Demonstrate skill in a broad range of media, materials and processes

<i>ART</i> Art - A.S. Degree Major	Define and use core concepts in 2D and 3D art
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<i>MEDIA</i> Film,TV,and Elctr Media - AST	Demonstrate an understanding of the various techniques of film language and the cinematic tools to tell a story including producing, screenwriting, directing, cinematography, production design, sound design, and editing (picture and sound).
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<i>ART</i> 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

<i>ART</i> Animation - A.S. Degree Major (NAS)	Retrain themselves to diversify their work options within animation, gaming, or visual effects
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## 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

**History of Motion Graphics (4 hours)**

- Early techniques
- Aesthetic and conceptual foundations

**Introduction to Animation Software (4 hours)****Critiques Analyzing Animation Concepts, and Technical and Aesthetic Effects (4 hours)**

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

**Refinement of Animation Project (4 hours)**

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

**Digitizing content for the storyboard (4 hours)**

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

**Composing Animation Lecture (8 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 hours)**

- Post compression
- Format conversion for various delivery standards

**Total hours: 36**

**Laboratory/Studio Content****History of Motion Graphics (4 hours)**

- Early techniques
- Aesthetic and conceptual foundations

**Introduction to Animation Software (4 hours)****Critiques Analyzing Animation Concepts, and Technical and Aesthetic Effects (4 hours)**

- Current trends in broadcast design
- Themed designs, styles, typographic treatments
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**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

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