



ANTELOPEVALLEY COLLEGE

Academic Affairs
Course Outline of Record

Academic Affairs Only

- New Course
- COR Revision 12/11/2008
- COR Update
- Pre Req/Advisories 12/11/08
- Other Changes 12/11/08
- Effective Date
- SLO 4/14/2008

COURSE SUBJECT & NUMBER: DM 110

COURSE NAME: Motion Graphics (formerly MM 110, Motion Graphics for Multimedia)

COURSE UNITS: 3 **COURSE HOURS:** 4 hours weekly

COURSE REQUISITES: *(Follow format of similar courses found in the college catalog.)*

Corequisite: Concurrent enrollment in DM 110L.

Advisory: Completion of DM101, ART 110, and Eligibility for READ 099.

Instructional materials fee required for this course and must be paid at registration.

COURSE DESCRIPTION: *(Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.)*

This course will focus on the development of design solutions that communicate using still images, photography, typography, sound and video. It covers the appropriate use of specialized motion graphics computer software to create innovative techniques and styles that will aesthetically enhance a Digital Media presentation. Television and movies special effects are deconstructed and analyzed. Motion graphics are translated into QuickTime movies for integration into television, Web, DVD, and film productions. **BEFORE ENROLLING** in this course, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

COURSE OBJECTIVES: *(Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.)*

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

1. Analyze the specialized elements of motion graphics, video and sound and compose them within a Digital Media project.
2. Interpret various digital techniques used in motion graphics examples.
3. Prepare and operate video equipment including cameras, tripods, video digitizing and motion graphics special effect software.
4. Distinguish the appropriate file compression techniques to video, sound and images and choose the best solution for the desired Digital Media effect.
5. Research motion graphics using the Internet and evaluate examples for effectiveness.
6. Create samples of well-designed motion graphics clips using various digital special effects.
7. Produce a final project employing time-based sequences which activate text and imagery.

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COURSE CONTENT: *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

1. Introduction to Motion Graphics
 - A. Overview over file formats, different file types, different channels, pixels, pixel aspects, different color depths.
 - B. Discussion of project directory structures.
 - C. Overview of outputs, different types of compressions, and considerations for the different outputs.
2. Compositing basics.
 - A. Getting around in Adobe's After Effects application.
 - i. How layers work. Different types of layering and masking.
 - ii. Asset and layer management.
3. Observe examples of bumpers, segment graphics, ids, opens, interstitials, etc.
4. First motion graphics project.
 - A. Short (less than 10 second) promo or id
 - B. Music may be used for reference.
5. Second motion graphics project.
 - A. An involved text treatment, no more than 30 seconds
 - B. Higher level of complexity than first project.
6. Work with live footage.
 - A. Different aspects of working with fields, frames, and NTSC (National Television Standards Committee) color.
 - B. Experience with video source material.
7. Green screen applications
 - A. Shoot and use green screen footage.
 - B. Lighting and color correction for green screen
 - C. Different techniques to pull a good green screen matte.
8. Introduction to Apple's Motion. Several of the exercises from the above module will be repeated in this behavior-based compositing application.
9. Demonstration of Apple's Shake 4.1, a high-end node-based compositing application.
10. Final project.
 - A. 60-second commercial with 30- and 10-second cuts
 - B. Topic chosen by student with instructor approval
 - C. Team-based final project.

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TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)

This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a “Model Outline” in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.

1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:

Web research, tutorials, trade magazines and software manuals if needed.

2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:

Scripts, outlines, flowcharts and storyboards of proposed projects

3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:

N/A

4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:

Each completed Motion Graphics Project will be accompanied by a written treatment describing the intended audience and objectives of the project. Each project will be demonstrated and defended orally to the class by its student author.

5. Describe those critical thinking skills that are derived from assignments listed above; be sure that they reflect course objectives.

Students are required to analyze, synthesize, then apply the various design elements of motion graphics as evidenced by creativity, as well as adherence to industry standard.

6. For categories 1-4 above, describe the estimated time per week it would take a student to complete homework assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs .homework; etc. For example: reading textbook—2 hours; writing reports—3 hours.

Reading Assignments: One to two hours per week, mostly Internet research

Writing Assignments: One hour per week

Computational Assignments: N/A

Other Assignments: Four to six hours per week in addition to class time to research, design and prepare projects.

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METHODS OF INSTRUCTION: *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lecture-discussion, demonstration, individual and group projects, and hands-on experience.

METHODS OF EVALUATION: *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

1. Class participation.
2. Graded, completed homework assignments.
3. Graded student projects.
4. Graded written quizzes which focus on analyzing the major components of motion graphics.
5. Evaluation of final project.

Suggested Texts or other Instructional Materials *(list several when possible; include title, author, publisher, date, and latest edition.)*

1. **“Apple Pro Training Series: Motion 3”**; Damien Allen, Mark Spencer & Bryce Button; Peachpit Press; 1st edition (August 30, 2007)
2. **“Creating Motion Graphics with After Effects, Fourth Edition: Essential and Advanced Techniques”**; Chris & Trish Meyer; Focal Press; 4th edition (November 2, 2007)
3. **“Apple Pro Training Series: Encyclopedia of Visual Effects”**; Damien Allen & Brian Connor; Peachpit Press;(November 2, 2006)