



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

COURSE SUBJECT & NUMBER: DM 110L (formerly DM 110L, Motion Graphics for Multimedia Lab)

COURSE NAME: Motion Graphics Lab

COURSE UNITS: .5 **COURSE HOURS:** 24 hours total

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

Co-requisite: Concurrent enrollment in DM 110

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.)*

A laboratory in support of DM 110 to provide students with the opportunity and resources to complete motion graphics projects and practice associated software skills. (CSU, AVC) (R2) (This is a P/NP only course)

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. Use industry standard software for the production of motion graphics projects.
2. Design digital media motion graphics projects.
3. Search the internet and evaluate information found.

Course Subject & Number: DM110L

Course Name: Motion Graphics Lab

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 the 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 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.

Course Subject & Number: DM 110L
Course Name: Motion Graphics Lab

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 and tutorials

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:

Complete assignments from lecture course.

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, then discuss in writing their approach to Motion Graphics projects.

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:

Writing Assignments:

Computational Assignments: N/A

Other Assignments:

Course Subject & Number: DM110L
Course Name: Motion Graphics Lab

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.)*

Instructor demonstrations and critique of student skills

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.)*

Evaluation of student performance is determined from review of the completed projects.

Areas to be considered in the evaluations are:

1. Student participation in the Motion Graphics Lab
2. Evaluation of skills on specific projects and assignments.

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)