CS 74.33 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: CS 74.33 Title: MOTION GRAPHICS (RVPA)
Full Title: Introduction to Motion Graphics (RVPA)
Last Reviewed: 1/22/2024

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00 Total Student Learning Hours: 157.50

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	

Catalog Description:
In this course, students will examine concepts, practices, and techniques in motion graphic design and visual effects software. Topics include digital compositing, animation, interaction design, and visual effects to produce captivating communication design for film, TV, web, and the entertainment industries.

This is a Regional Virtual Production Academy (RVPA) course that is not offered at SRJC but is available through one or more of the other five participating colleges of the RVPA collaborative program. Learn more about the RVPA at https://cs.santarosa.edu/vp

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: In this course, students will examine concepts, practices, and techniques in motion

graphic design and visual effects software. Topics include digital compositing, animation, interaction design, and visual effects to produce captivating communication design for film, TV, web, and the entertainment industries.

This is a Regional Virtual Production Academy (RVPA) course that is not offered at SRJC but is available through one or more of the other five participating colleges of the RVPA collaborative program. Learn more about the RVPA at https://cs.santarosa.edu/vp (Grade or P/NP)
Prerequisites/Corequisites:
Recommended:
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**			Effective:	Inactive:
CSU GE:	**Transfer Area**			Effective:	Inactive:
IGETC:	**Transfer Area**			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 2024	Inactive:	
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Demonstrate competency of essential roles, phases, and tools for creating time-based motion graphics and 2D animation projects: organize, prioritize, and plan sequences of tasks related to time- based project.
2. Produce completed compositions with motion graphic/compositing software by combining video, stills, sound, graphics, typography, video, and 3D animation. 3. Critique presented pieces in a constructive design focused way, and demonstrate ability to edit and finalize a motion graphics project based on critique.

Objectives:
At the conclusion of this course, the student should be able to:
1. Combine a variety of media including audio, time based media and 2D animation into comprehensive motion graphic presentations.
2. Demonstrate an understanding of the terminology and concepts of motion graphics.
3. Demonstrate the ability to create complex multi-layered animations and export projects for use in the film and broadcasting industry, Internet, UI/UX, animation, games, mobile devices and tablets.
4. Effectively solve visual communication problems by choosing materials, processes, and forms that convey specific concepts, content, and ideas.

5. Demonstrate an awareness and appreciation of the artistic and scientific contributions made by people from diverse cultures and backgrounds.

Topics and Scope:

I. Introduction to Motion Graphics
 a. History of the Visual Effects Industry (VEI)
 b. Avant garde cinema
 c. Optical, mechanical and digital effects
 d. Understanding the tools of Motion Graphics
 e. Exploring common motion graphic tasks
 f. Motion Graphics examples by artists from diverse cultural backgrounds
II. Planning Motion Graphics projects
 a. Identify audience
 b. Articulating the concept, proposal
 c. Storyboard and architecture
III. Software demonstrations and techniques
 a. Motion Graphics with video compositing software
  1. Overview of software
  2. Vector vs bitmap
  3. Digital video compositing
  4. Layers
  5. Animation
  6. Effects
  7. 3D animation
  8. Rendering
  9. Superimposition
  10. Green screen keying
  11. Transparency
  12. Procedural matte manipulation
  13. Rotoscoping
  14. Multiplaning and keyframing
 b. Visual Effects
  1. Match move
  2. Motion tracking
  3. Wire removal
 c. Digital video software
  1. Digital video capture
  2. Digital video editing (Adobe Premiere)
IV. Design and Composition
 a. Design principles
 b. History of reappropriation
 c. Style, story, character
 d. Moving type
 e. Film title design
V. Basic Drawing for storyboard
 a. Creating a storyboard with short descriptions
VI. Adobe Premiere overview
 a. Digital video capturing
 b. Digital video editing
VII. Adobe After Effects
 a. Techniques, special effects and shortcuts

b. Practice of concepts introduced in lectures
VIII. Midterm - explainer video
a. Create a visual ad that explains a concept
b. Animate variety of elements including images and text
c. Add audio to enhance the message of the project
IX. Final - VFX movie
a. Capture footage using cameras
b. Add visual effects elements to footage
c. Enhance effects with audio

Assignment:

A. Reading Assignments
1. Assigned reading from instructor handouts, articles, and online materials.
B. Projects, Activities, and other Assignments
1. Use Adobe After Effects to create a motion graphics self-portrait (30 seconds in duration) incorporating photos, drawings, video, visual effects, sound and text.
2. Midterm Project: Explainer video with the use of typographic Logo animation. Use typography and motion tools to create a 20-second typographic animation. Focus is on the appropriate use of typography in relation to the theme of the animation.
3. Final Project: Create a visual effects film for a specific movie genre. Focus is on layout, composition, complexity, organization, and production. Export project for use on the Internet, mobile devices, and tablets.
4. Oral presentation of midterm and final project and peer critiques of presentations through collaborative dialogue.
C. Writing Assignments
1. Proposal and storyboard for midterm and final projects.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Proposal and storyboard for midterm and final projects.	Writing 10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None	Problem solving 0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Motion graphics self-portrait; Midterm Project: Explainer video; Final Project: Visual effects film	Skill Demonstrations 30 - 60%

Exams: All forms of formal testing, other than skill performance exams.

Midterm Project: Explainer video; Final Project: Visual effects film	Exams 20 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Oral presentation of midterm and final project; peer critiques of presentations	Other Category 10 - 20%

Representative Textbooks and Materials:
Instructor prepared materials