

# GID 47: MOTION GRAPHICS

## Foothill College Course Outline of Record

Heading	Value
<b>Units:</b>	4
<b>Hours:</b>	3 lecture, 3 laboratory per week (72 total per quarter)
<b>Advisory:</b>	Not open to students with credit in GID 84, GRDS 87, MDIA 32 or VART 87.
<b>Degree &amp; Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU/UC
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

## Student Learning Outcomes

- A successful student will demonstrate an understanding of the language and characteristics of motion graphics. (Created By Department - Graphic & Interactive Design (GID))
- A successful student will demonstrate a working knowledge of digital media computer software. (Created By Department - Graphic & Interactive Design (GID))

## Description

Basic instruction using the computer for motion graphic design, animation, and composite digital video production. Emphasis on time based media and its application to creative problem solving and communication solutions.

## Course Objectives

The student will be able to:

- demonstrate an understanding of the language and characteristics of motion graphics.
- assess form, content and technique when solving problems in time based media.
- demonstrate a working knowledge of digital media computer software.
- develop an understanding of aesthetic characteristics of computer generated media, and discernment in their application.
- create digital motion graphics files for class critique and portfolio presentation.
- recognize and appreciate the artistic contributions made by people from diverse cultures and backgrounds.

## Course Content

- Motion graphics overview
  - History and development of motion graphics
  - Contributions by individuals from diverse cultural backgrounds
  - Art and science
- Traditional motion graphics and computer generated motion graphics
  - Digital and analog technologies
  - Digital video compositing
  - Visualizing dynamic imagery
  - Editing styles and techniques
- Concepts of motion graphics

- Identifying the audience
- Articulating the concept
- Organizing the content
  - Structure
  - Interpretation
- Presentation
- Explore solutions for diverse cultural audiences
- Software demonstrations and techniques
  - Motion graphics with video compositing software
    - Screen design
    - Titling effects
    - Superimposition
    - Blue screen keying
    - Transparency
    - Procedural matte manipulation
  - Digital video software
    - Video capture
    - Video editing
    - Video recording
  - Techniques, special effects and shortcuts
- Hardware Instruction
  - Video digitizing devices
  - Video production tools

## Lab Content

- Motion graphics with video compositing software
  - Screen design
  - Titling effects
  - Superimposition
  - Blue screen keying
  - Transparency
  - Procedural matte manipulation
- Digital video software
  - Video capture
  - Video editing
  - Video recording
- Techniques, special effects and shortcuts
- Hardware Instruction
  - Video digitizing devices
  - Video production tools

## Special Facilities and/or Equipment

- A lecture room equipped with instructional computer, high resolution color monitor, scanner; software; projection system, sound system, and lighting suitable for displaying projected media, and speaker system suitable for listening to audio media. An integrated or separate facility with student workstation configurations to include hard drives, CD-ROM drives, color monitors, video input and output hardware, audio input and output hardware, mice or electronic drawing tablets, keyboards, scanner, and software.
- When taught via Foothill Global Access: on-going access to computer with java-script enabled Internet browsing software, media plug-ins, and relevant digital media applications.

## Method(s) of Evaluation

- Completed student projects
- Participation in class critiques
- Portfolio reviews

## **Method(s) of Instruction**

- A. Lectures on technical and conceptual concepts in motion graphic design.
- B. Discussion and critique of projects and representative media.
- C. Electronic discussions that address the creative problem solving process, technical concepts, and curriculum.
- D. Laboratory work.
- E. Demonstration of motion graphics software and technique.
- F. Group discussions.
- G. When taught via Foothill Global Access, supplemental lectures, handouts, tests and assignments delivered via email; feedback on tests and assignments delivered via email; class discussion may be delivered in chat rooms, listservs and newsgroups.

## **Representative Text(s) and Other Materials**

Shaw, Austin. [Design for Motion: Fundamentals and Techniques of Motion Design](#). Focal Press, 2015.

## **Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments**

- A. Completion of two major creative and technical projects.
- B. Weekly reading assignments from textbook.
- C. Weekly 250-300 word written reflections upon the creative and problem solving process required to complete weekly assignments.

## **Discipline(s)**

Graphic Arts, Multimedia