GID 47: MOTION GRAPHICS

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	4
Hours:	3 lecture, 3 laboratory per week (72 total per quarter)
Advisory:	Not open to students with credit in GID 84, GRDS 87, MDIA 32 or VART 87.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU/UC
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- A successful student will demonstrate an understanding of the language and characteristics of motion graphics. (Created By Department - Graphic
- 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:

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

Course Content

a. Motion graphics overview
    i. History and development of motion graphics
    ii. Contributions by individuals from diverse cultural backgrounds
    iii. Art and science
b. Traditional motion graphics and computer generated motion graphics
    i. Digital and analog technologies
    ii. Digital video compositing
    iii. Visualizing dynamic imagery
    iv. Editing styles and techniques
c. Concepts of motion graphics
    i. Identifying the audience
    ii. Articulating the concept
    iii. Organizing the content
        1. Structure
        2. Interpretation
    iv. Presentation
    v. Explore solutions for diverse cultural audiences
d. Software demonstrations and techniques
    i. Motion graphics with video compositing software
        1. Screen design
        2. Titling effects
        3. Superimposition
        4. Blue screen keying
        5. Transparency
        6. Procedural matte manipulation
    ii. Digital video software
        1. Video capture
        2. Video editing
        3. Video recording
    iii. Techniques, special effects and shortcuts
e. Hardware instruction
    i. Video digitizing devices
    ii. Video production tools

Lab Content

a. Motion graphics with video compositing software
    i. Screen design
    ii. Titling effects
    iii. Superimposition
    iv. Blue screen keying
    v. Transparency
    vi. Procedural matte manipulation
b. Digital video software
    i. Video capture
    ii. Video editing
    iii. Video recording
c. Techniques, special effects and shortcuts
d. Hardware instruction
    i. Video digitizing devices
    ii. Video production tools

Special Facilities and/or Equipment

1. 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.

2. When taught via Foothill Global Access: ongoing access to computer with JavaScript-enabled internet browsing software, media plug-ins, and relevant digital media applications.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Completed student projects
Participation in class critiques
Portfolio reviews

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lectures on technical and conceptual concepts in motion graphic design
Discussion and critique of projects and representative media
Electronic discussions that address the creative problem solving process, technical concepts, and curriculum
Laboratory work
Demonstration of motion graphics software and technique
Group discussions
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. 2019.

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 or Multimedia