



Western Technical College

10206111 Intro to Motion Graphics

Course Outcome Summary

Course Information

Description Intro to Motion Graphics is a course that brings together the worlds of design, sound and movement. It will focus on basic principles of design and motion, while focusing on typographic uses in various media. Students will learn how to effectively communicate with a combination of still photographs, video and graphics. The class will use basic composite and keyframe editing to create short media pieces for display in television, film or the web. Featuring Adobe After Effects, students will use the software to help breathe creative life into their projects.

Career Cluster Arts, A/V Technology and Communications

Instructional Level Associate Degree Courses

Total Credits 3

Total Hours 72

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Refine Professionalism: Improve Critical Thinking
5. Refine Professionalism: Participate Collaboratively
6. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Apply the principles of design and storytelling to develop media products and services
2. Demonstrate proficiency in the use of media software, tools, and technology
3. Implement creative solutions from concept through completion
4. Communicate creative rationale in formal and informal settings

Course Competencies

1. Examine concepts of motion and design.

Assessment Strategies

- 1.1. Project

Criteria

You will know you are successful when

- 1.1. you apply typography to a design.
- 1.2. you select appropriate font.
- 1.3. you navigate the Adobe interface (After Effects).
- 1.4. you use proper file organization.
- 1.5. you incorporate aspects of positive and negative space.

Learning Objectives

- 1.a. Use complimentary fonts in projects.
- 1.b. Define typography for video.
- 1.c. Apply basic typography for design.
- 1.d. Choose the appropriate font for message
- 1.e. Demonstrate effective use of positive and negative space.
- 1.f. Demonstrate file structure organization.
- 1.g. Apply linked file structure in Adobe software.

2. Use keyframe based editing.

Assessment Strategies

- 2.1. Project

Criteria

You will know you are successful when

- 2.1. you use the keyframe assistant.
- 2.2. you differentiate between keyframes and points.
- 2.3. you select multiple keyframes.
- 2.4. you apply easing to smooth motion.

Learning Objectives

- 2.a. Use transform controls.
- 2.b. Understand the interface
- 2.c. Put keyframes into a timeline
- 2.d. Select multiple keyframes
- 2.e. Use the keyframe assistant.
- 2.f. Understand the difference between keyframes and points
- 2.g. Manage layers

3. Choose typographical design that supports projects.

Assessment Strategies

- 3.1. Project

Criteria

You will know you are successful when

- 3.1. you identify fonts used by different artists.
- 3.2. you download and import fonts for use in project.
- 3.3. you use contrast color and font size effectively.

Learning Objectives

- 3.a. Research font choices used by directors.
- 3.b. Download and import fonts.
- 3.c. Create slides with custom photos and fonts
- 3.d. Use positive and negative space effectively
- 3.e. Explore complimentary fonts and font families.
- 3.f. Use contrast, color, and font size effectively

4. Manipulate graphics to fit a project.

Assessment Strategies

- 4.1. Project

Criteria

- 4.1. you manipulate vector based objects.
- 4.2. you use basic motion controls to manipulate graphics.
- 4.3. you use Key frame editing.
- 4.4. you apply complementary colors for graphics, text, backgrounds.
- 4.5. you manage layers.

Learning Objectives

- 4.a. Import Photoshop files into After Effects.
- 4.b. Import Illustrator files into After Effects.
- 4.c. Import photos into After Effects.
- 4.d. Work with Alpha channels.
- 4.e. Compare and contrast vector based and raster based files.
- 4.f. Modify vector based graphics i.e. Illustrator files
- 4.g. Modify raster based files i.e. Photoshop files
- 4.h. Apply masks to files.

5. Analyze other media for effective use of motion graphics.

Assessment Strategies

- 5.1. Reflection

Criteria

You will know you are successful when

- 5.1. you analyze and edit mask placement.
- 5.2. you place masks in projects using points.
- 5.3. you motion track masks.
- 5.4. you peer review others' projects for mask placement.

Learning Objectives

- 5.a. Analyze mask placement in videos.
- 5.b. Track video movement for use with text.
- 5.c. Identify motion graphics effects in video.
- 5.d. Critique videos for effective motion graphics.

6. Practice basic video effects.

Assessment Strategies

- 6.1. Project

Criteria

You will know you are successful when

- 6.1. you apply fades to graphics.
- 6.2. you spin images on x- and y-axis.
- 6.3. you modify vector based graphics.
- 6.4. you track motion.

- 6.5. you apply motion tracking to layers.
- 6.6. you Chromakey video backgrounds.

Learning Objectives

- 6.a. Color correct video.
- 6.b. Mask areas of video.
- 6.c. Motion track video.
- 6.d. Layer video tracks using Luma and Chromakey
- 6.e. Scale video to different sizes.
- 6.f. Work with multiple video resolutions.

7. Explore software integration in building media projects.

Assessment Strategies

- 7.1. Project

Criteria

You will know you are successful when

- 7.1. you import Premier sequence into After Effects.
- 7.2. you manipulate the composition.
- 7.3. you assess the effectiveness of the changes in Premiere.
- 7.4. you continue editing as needed.

Learning Objectives

- 7.a. Explore capabilities in After Effects
- 7.b. Explore capabilities in Apple's Motion
- 7.c. Send Premiere files to After Effects.
- 7.d. Examine the holistic approach of the Adobe Suite.
- 7.e. Examine the integration between Adobe After Effect and Apple Final Cut ProX.

8. Incorporate audio with motion graphics pieces.

Assessment Strategies

- 8.1. Project

Criteria

You will know you are successful when

- 8.1. you manipulate text to a tempo.
- 8.2. you manipulate shapes to a tempo.
- 8.3. you import audio into an After Effects timeline.

Learning Objectives

- 8.a. Manipulate text to a beat.
- 8.b. Manipulate shapes to a beat.
- 8.c. Import audio into After Effects timeline.

9. Develop rationale for artistic decisions.

Assessment Strategies

- 9.1. Report

Criteria

You will know you are successful when

- 9.1. you justify color choices.
- 9.2. you justify motion choices.
- 9.3. you justify character and text placement.
- 9.4. you modify projects based on instructor feedback.

Learning Objectives

- 9.a. Identify color choices.
- 9.b. Identify motion choices.
- 9.c. Identify character placement.
- 9.d. Meet the expectations of the client.

- 9.e. Use client feedback.
- 9.f. Modify projects based on instructor feedback.