

# FILM-2780: MOTION GRAPHICS II

## Cuyahoga Community College

### Viewing: FILM-2780 : Motion Graphics II

**Board of Trustees:**

January 2020

**Academic Term:**

Fall 2020

**Subject Code**

FILM - Film and Media Arts

**Course Number:**

2780

**Title:**

Motion Graphics II

**Catalog Description:**

Focus on technical proficiency in industry-standard motion graphics software application. Builds upon concepts and techniques introduced in FILM-2480 Motion Graphics.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

3

### Requisites

**Prerequisite and Corequisite**

FILM-2480 Motion Graphics, or departmental approval.

### Outcomes

**Course Outcome(s):**

Apply the study of typography and visual design principles to conceive, plan and propose a motion graphic design.

**Objective(s):**

1. Review concepts, tools and techniques for designing and executing motion graphics.
2. Define the role of a motion graphics designer in corporate, broadcast, web, and motion picture industries.

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**Course Outcome(s):**

Design complex motion graphics elements that are effective in communicating a message or persuading a viewer in conjunction with other motion media or on their own.

**Objective(s):**

1. Demonstrate advanced competency in the technical aspects of motion graphics software using industry standard application.
2. Prepare to create a complex motion graphic.
3. Create a motion graphic.
4. Deliver the motion graphic.
5. Analyze the capabilities of various motion graphics applications and select the most appropriate application to design motion graphics.

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**Methods of Evaluation:**

1. Tests
2. Quizzes
3. Technical Exercises
4. Projects

**Course Content Outline:**

1. Review concepts, tools and techniques for designing and executing motion graphics
  - a. Role(s) of a motion graphics designer in corporate, broadcast, Web, and motion picture industries
    - i. Review of basic design principles
    - ii. Review of basic color theory
    - iii. Past examples of motion graphic design
    - iv. Examples of contemporary motion graphics
  - b. Survey of the capabilities of various motion graphics applications
    - i. Resolution independent virtual work environments
    - ii. Ease of use vs. advanced capabilities
    - iii. Designing in x, y, z space
    - iv. The ability to generate virtual effects
    - v. Real time previews vs. rendering effects
    - vi. Integration with digital imaging and video editing software applications
  - c. Work Environment:
    - i. Importing footage
    - ii. Creating projects
    - iii. Working with a timeline
    - iv. Working with layered compositions
    - v. Nesting compositions within compositions
2. Preparing to create a complex motion graphic
  - a. Designing and communicating a proposed motion graphic using storyboards
  - b. Assembling and preparing typographic, video/film, photographic, and illustration elements to proper technical specifications
  - c. Media management, preparing footage
3. Creating the Motion Graphic
  - a. Advanced virtual camera movement
  - b. Advanced effects
  - c. Advanced manipulation of parameters over time
  - d. Advanced masking and keying to reveal or hide areas of an image
  - e. Working with camera angles, x, y, and z axis
4. Delivering the Motion Graphic
  - a. Technical specifications for Web, interactive media, film, and video
  - b. Integrating motion graphics design into an overall program or series of designed messages
  - c. Generating a coherent message through the use of motion graphics
  - d. Developing a workflow and project that can be revised quickly to accomodate new footage or client revisions

**Resources**

Bellantoni, Jeff and Matt Woolman. *Type in Motion: Innovations in Digital Graphics*. 2nd. Thames Hudson, 2005.

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Adobe Creative Team. *Adobe After Effects CC Classroom in a Book*. 1st. Adobe Press, 2013.

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**Resources Other**

- [lynda.com](http://lynda.com)
- [artofthetitle.com](http://artofthetitle.com)
- [fxphd.com](http://fxphd.com)

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