FILM-2480: MOTION GRAPHICS

Cuyahoga Community College

Viewing: FILM-2480 : Motion Graphics

Board of Trustees:
May 2026

Academic Term:
Spring 2026

Subject Code
FILM - Film and Media Arts

Course Number:
2480

Title:
Motion Graphics

Catalog Description:
Focus on combining visual elements from a variety of sources into a composite motion graphic. Projects include film titles, logo animation, broadcast graphics, and kinetic digital display. Emphasis on the interplay of typography, animated graphics, movie clips and sound. Exploration of the literal and stylistic communication of meaning through interaction of type and image.

Credit Hour(s):
3

Lecture Hour(s):
2

Lab Hour(s):
3

Requisites

Prerequisite and Corequisite
FILM-1040 Imaging Basics for Film and Media Arts: On Location and In Studio and FILM-1180 Introduction to Film and Media Arts; or departmental approval.

Outcomes

Course Outcome(s):
Articulate the role(s) of a motion graphics designer in corporate, broadcast, web, and motion picture industries.

Objective(s):
1. Articulate technical and stylistic distinctions between designing motion for the screen vs. designing for print or other static media.
2. Define inter-relationships between illustration, photo imaging, digital video, and motion graphics applications.

Course Outcome(s):
Apply the study of typography and visual design principles to conceive, plan and execute a motion graphic design.

Objective(s):
1. Design and execute an animated motion graphic, such as a logo, based on a static prototype.
2. Create a complex, layered, motion graphic that integrates text, sound, photo, and video/film elements.
3. Pre-plan a motion graphic using a storyboard to effectively communicate the concept to a client or other members of a design team.
4. Prepare elements (text, still images, video clips, etc.) to proper technical specifications for use in a motion graphics application.
5. Generate virtual camera movements such as pans, tracking shots, tilts, rack focus, and zooms.
6. Apply effects that change over time (using behaviors, key framing or rotoscoping) such as motion blurs, tints, and speed changes.

7. Create and apply masks and keys to reveal or hide areas of images in a layered composite motion graphic.
8. Create virtual cameras and lighting set-ups.
9. Work with x, y, and z axis virtual space.

Methods of Evaluation:

1. Participation and discussion
2. Assignments and Exercises
3. Written assignments
4. Case studies
5. Tests and Quizzes
6. Reel (the video/film equivalent to a portfolio)

Course Content Outline:

1. The role(s) of a motion graphics designer in corporate, broadcast, web, and motion picture industries
   a. Review of basic design principles
   b. Review of basic color theory
   c. Past examples of motion graphic design
   d. Examples of contemporary motion graphics
2. Capabilities of various motion graphics applications
   a. Resolution independent virtual work environments
   b. Ease of use vs. advanced capabilities
   c. Designing in x, y, z space
   d. The ability to generate virtual effects
   e. Real time previews vs. rendering effects
   f. Integration with digital imaging and video editing software applications
3. Preparing to create a motion graphic
   a. Using storyboards for motion graphic design
   b. Using storyboard to communicate proposed design
   c. Assembly and preparation of typographic, video/film, photographic, and illustration elements to proper technical specifications
4. Motion graphics application workspace
   a. Importing footage
   b. Creating projects
   c. Working with a timeline
   d. Rendering effects
   e. Outputting finished motion graphics
5. Building a motion graphic
   a. Generating virtual camera movement
   b. Applying effects
   c. Changing effects parameters over time
   d. Masking or keying to reveal or hide areas of an image
   e. Working with layered compositions
   f. Nesting compositions within compositions
   g. Working with camera angles, x, y, and z axis
6. Outputting a motion graphic
   a. Understanding technical specifications for web, interactive media, film, and television
   b. Generating multiple versions of a motion graphic for a variety of end uses

Religious Accommodation

Before reviewing the course schedule, students should carefully review the following religious accommodation policy and other required instructional policies:

Religious Accommodation:

Students seeking an accommodation for absences permitted under Ohio's Testing Your Faith Act must provide the instructor with written notice of the specific dates for which the student requires an accommodation and must do so not later than fourteen (14) days after the first day of instruction. Please submit requests for accommodations at this link: https://portal2.tri-c.edu/ReligiousAccommodation/ Religious Accommodation Form. Students with questions about their religious accommodations under

Ohio's Testing Your Faith Act may contact the College's Office of General Counsel and Legal Services by phone at 216.987.4856 or via email at legal@tri-c.edu.

Other Required Instructional Policies:

https://www.tri-c.edu/student-resources/curriculum/documents/syllabus-part-b.pdf

Weekly Schedule

	Topics
Week 1	Review of basic design principles Review of basic color theory Past examples of motion graphic design Examples of contemporary motion graphics
Week 2	Introduce the motion graphics application interface Preparing to create a motion graphic Using storyboards for motion graphic design Using storyboard to communicate proposed design
Week 3	Assembly and preparation of typographic, video/film, photographic, and illustration elements to proper technical specifications Importing footage Creating projects Working with a timeline
Week 4	Rendering effects Outputting finished motion graphics
Week 5	Building a motion graphic Generating virtual camera movement
Week 6	Applying effects Changing effects parameters over time
Week 7	Masking or keying to reveal or hide areas of an image Working with layered compositions Nesting compositions within compositions
Week 8	Working with camera angles, x, y, and z axis
Week 9	Outputting a motion graphic: generating multiple versions
Week 10	Understanding technical specifications for web, interactive media, film, and television
Week 11	Use Cases: Data visualization
Week 12	Use Cases: Public Service Announcement
Week 13	Use Case: Title Design and Opening Credits Sequence
Week 14	Select final project format
Week 15	Work on final project
Week 16	Submit final motion graphics portfolio

The Course Schedule is subject to change due to pedagogical needs, instructor discretion, parts of term, and unexpected events.

Required/Recommended Readings

Readings may be selected from the following supplemental resources:

1. Austin Shaw, *Design for Motion: Fundamentals and Techniques of Motion Design*.
2. Jens Müller, Julius Wiedemann (Ed). *The History of Graphic Design.*
3. Jennifer Bass, Pat Kirkham, Martin Scorsese (Foreword). *Follow Saul Bass: A Life in Film and Design*.

Resources for the Instructor

Bellantoni, Jeff and Matt Woolman. *Type in Motion: Innovations in Digital Graphics.* New York: Rizzoli, 2001.

Meyers, Trish and Chris Meyers. *Creating Motion Graphics with Adobe After Effects*. 6th. Routledge, 2026.

Jens Müller (Author), Julius Wiedemann (Editor). *The History of Graphic Design. 45th Ed. (45th Edition) (Multilingual Edition) Hardcover – January 20, 2022*. 45th. Focal Press, 2022.

Jennifer Bass (Author), Pat Kirkham (Author), Martin Scorsese (Foreword). *Follow Saul Bass: A Life in Film and Design*. 2011.

Austin Shaw. *Design for Motion: Fundamentals and Techniques of Motion Design 2nd Edition*. 2026. https://routledgetextbooks.com/textbooks/9781138318656/

Top of page
Key: 4792