

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** MOTION GRAPHICS TWO

**CODE NO. :** ADV319 **SEMESTER:** 5

**PROGRAM:** GRAPHIC DESIGN

**AUTHOR:** FRANK SALITURI/DAVID PATTERSON

**DATE:** Sept. 2014 **PREVIOUS OUTLINE DATED:** Sept./13

**APPROVED:** "Colin Kirkwood" Oct/14

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**DEAN** **DATE**

**TOTAL CREDITS:** 6 CREDITS

**PREREQUISITE(S):** ADV 264, ADV 248

**HOURS/WEEK:** 3 HOURS IN CLASS PER WEEK

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## I. COURSE DESCRIPTION:

This course will build upon skills learned during the previous course, Motion Graphics 1. Students will develop an intermediate level understanding of motion graphics applications using Adobe After Effects software, in conjunction with other programs such as Adobe Illustrator and Premiere Pro. There will be particular emphasis on using industry standard methods of producing animated graphics for use on the internet and other video-based media platforms.

## II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Design and produce effective animated design solutions demonstrating advanced level skills using Raster-based software**  
Potential Elements of the Performance:
  - Use advanced layer masking techniques in Adobe Photoshop to create industry standard imagery for animation
  - Demonstrate the ability to select and save detailed image areas using Adobe Photoshop
  - Demonstrate the ability to use advanced layer masking and channel selections to create animations
  
2. **Design and produce advanced animated design solutions through the integration of Vector-based software with Raster-based software**  
Potential Elements of the Performance:
  - Create professional level imagery for animation utilizing the vector drawing capabilities of Adobe Illustrator and Adobe Flash
  - Create professional level imagery for animation utilizing the raster image editing capabilities of Adobe Photoshop and Adobe FireWorks
  - Combine both vector and raster imagery to create an animated design solution utilizing the animation capabilities of Adobe Flash
  
3. **Develop complex design animated projects using advanced level software techniques in the most efficient software packages**

Potential Elements of the Performance:

- Demonstrate the ability to plan and execute a complex animated design solution that objectively utilize the most effective software package

4. **Adapt print imagery for digital animations**Potential Elements of the Performance:

- Develop more advanced skills in the use of Adobe Flash for the production of web and broadcast animations by adapting print-based imagery to digital

5. ***Present and communicate advanced animation techniques to a group of peers***Potential Elements of the Performance:

- Develop presentations that will demonstrate the understanding of a unique animation technique
- Develop the ability to effectively explain techniques to others

6. **Design and produce effective animated design compositions utilizing broadcast animation and editing software**Potential Elements of the Performance:

- Identify the main differences between using Adobe AfterEffects and Adobe Flash for animation
- Create a simple animated broadcast composition using Adobe AfterEffects software
- Utilize the title editor and motion control settings in Adobe Premiere to create typographical animations
- Assemble and render animations in Adobe Premiere software

**III. TOPICS:**

1. Intro to Using Video with After Effects
2. Video: Retiming, Retouching & Smoothing
3. Rotoscoping & Rotobrush
4. Keying Green-Screen Video
5. Intro to 3D
6. 3D cont.: Lights & Material Options
7. Camera Tracking
8. Optical Flares
9. Compositing
10. Animating to music
11. Advanced Animation
12. Advanced Animation 2
13. Advanced Effects
14. Advanced Effects 2
15. Course Wrap-Up

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

*No textbooks required*

**V. EVALUATION PROCESS/GRADING SYSTEM:****Assignments = 100% of final grade**

Assignments will constitute 100% of the student's final grade in this course. A missing assignment is equivalent to course objectives not achieved which results in an "F" (fail) grade for the course.

**The following semester grades will be assigned to students:**

<b>Grade</b>	<b><u>Definition</u></b>	<b><i>Grade Point Equivalent</i></b>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field /clinical placement or non-graded subject area.
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

## VI. SPECIAL NOTES:

### **Attendance:**

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

## ***DEDUCTIONS – LATES, EXTENSIONS AND FAILS***

### **Lates:**

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

Maximum grade for a late assignment is "C"

### **Extensions:**

The instructor may grant extensions for assignment/projects under exceptional circumstances (e.g. death in the family or serious illness). An extension, when offered, will have a mutually agreed upon deadline that does not extend beyond the conclusion of the current semester.

### **Fail:**

A fail grade (F) is assessed to an assignment that has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely re-done or corrected according to the instructor's specific instructions and resubmitted within one week.

Maximum grade for a failed assignment is "C"

**Preliminary Studies:**

All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.

These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.

**Resubmission policy**

- Any assignment completed during this course may be submitted for re-evaluation if the student meets the following criteria.
- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.
- the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor
- assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
- it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.
- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.