

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: DAVID PATTERSON
DATE: Sept. 2015 **PREVIOUS OUTLINE DATED:** Sept./14

APPROVED:

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	CHAIR	DATE
TOTAL CREDITS:	6 CREDITS	
PREREQUISITE(S):	ADV 264, ADV 248	
HOURS/WEEK:	3 HOURS IN CLASS PER WEEK	

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For additional information, please contact Colin Kirkwood,
Chair Environment, Design and Business (705) 759-2554, Ext. 2432

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:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
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:

Professionalism Grade

Attendance, punctuality and attitude are key determinants of success in any work environment. As such, this course's marking scheme includes a "Professionalism" mark, which takes all these factors into consideration in a combined grade item.

This grade is determined by the following factors:

1. **Attendance:** Class attendance is taken at the beginning of each class. Students are given ONE "free" class absence, after which each class missed will result in a 10% deduction from the Professionalism mark. If the student has a legitimate reason for being absent, they will not be penalized. These include:
 - Out-of-class related work, which has been agreed upon ahead of time with the instructor (such as work placements). Note: this does not include work that is being completed for this or any other class.
 - Illness, which can be legitimately accounted for (such as a medical professional's note).
 - Family/personal crisis, which can be legitimately accounted for.
2. **Lates:** Tardiness will be noted and will affect the final grade. This includes not only late arrivals to class, but also failure to return from designated breaks on time, and leaving class before teaching is complete. Any two of

these will be counted as equivalent to one absence (see above). Ex. 2 lates = 10% deduction from Professionalism mark.

3. **Distractions:** If a student's actions distract the class or impede other student's ability to concentrate on the lesson in any way, it will be noted and will negatively affect the offending student's Professionalism mark.
4. **Inattentiveness:** Class time is intended for the student to listen to and/or participate in the lesson and other related class activities. If a student fails to make the effort to participate as such, it will be noted and will negatively affect their Professionalism mark. Examples of inattentiveness include (but are not limited to): Using the class or personal computers, or mobile electronic devices for other-than-class activities (such as social media, games, etc.), and doing work for other classes.

Tests/Quizzes

- All tests/quizzes will be taken in class at a predetermined time
- There will be no retake opportunities for in class tests and quizzes
- The quiz with the lowest grade will be omitted from the final grade calculation

Assignments – Submission & Late Policies

- Unless otherwise specified, all assignments/projects will be due at the beginning of class on the date they are due
- All class assignments will be submitted through a pre-determined LMS dropbox, specific to the project and class in question. All submissions are thereby time-stamped by the school's system clock upon upload
- Late assignment submissions will incur a 5% per day mark deduction, up to a maximum of 35% deduction

VII. COURSE OUTLINE ADDENDUM:

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