



## COURSE OUTLINE: GRD405 - MOTION GRAPHICS 2

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Approved: Bob Chapman, Chair, Health

<b>Course Code: Title</b>	GRD405: MOTION GRAPHICS 2
<b>Program Number: Name</b>	1094: DIGITAL MEDIA
<b>Department:</b>	GRAPHIC DESIGN
<b>Semesters/Terms:</b>	21W
<b>Course Description:</b>	This course will build upon skills learned using a variety of industry standard software applications. Students will be required to identify the distinct advantages of both vector and raster-based graphic formats pertaining specifically to animation. Students will also develop more advanced skills pertaining to animation for the Web, and animation for broadcast production using industry standard methods of producing animation.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	63
<b>Prerequisites:</b>	GRD305
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<p><b>1094 - DIGITAL MEDIA</b></p> <p>VLO 1 Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.</p> <p>VLO 2 Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.</p> <p>VLO 3 Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.</p> <p>VLO 4 Design, develop and create a variety of media products using relevant, current and/or emerging technologies.</p> <p>VLO 5 Communicate ideas, design concepts and opinions clearly and persuasively to others.</p> <p>VLO 6 Use recognized industry practices throughout the design process and related business tasks.</p> <p>VLO 7 Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.</p> <p>VLO 8 Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.</p>
<b>Essential Employability Skills (EES) addressed in this course:</b>	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p>

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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- EES 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
- EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Other Course Evaluation & Assessment Requirements:**

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.

Fail:

A fail grade (F) is assessed to an assignment which 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 a timeframe specified through immediate discussion with the professor. Maximum grade for a failed assignment is C.

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1. Design and produce effective animated design solutions demonstrating advanced level skills using raster-based software.	1.1 Use advanced layer masking techniques in Adobe Photoshop to create industry standard imagery for animation. 1.2 Demonstrate the ability to select and save detailed image areas using Adobe Photoshop. 1.3 Demonstrate the ability to use advanced layer masking and channel selections to create animations.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2. Design and produce advanced animated design solutions through the integration of vector-based software with raster-based software.	2.1 Create professional level imagery for animation utilizing the vector drawing capabilities of Adobe Creative Suite software. 2.2 Create professional level imagery for animation utilizing the raster image editing capabilities of Adobe Creative Suite software. 2.3 Combine both vector and raster imagery to create an animated design solution utilizing the animation capabilities of Adobe Creative Suite software.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3. Develop complex design	3.1 Demonstrate the ability to plan and execute a complex

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	animated projects using advanced level software techniques in the most efficient software packages.	animated design solution that objectively utilize the most effective software package. 3.2 Adapt print imagery for digital animations. 3.3 Develop more advanced skills in the use of Adobe Creative Suite software for the production of web and broadcast animations by adapting print-based imagery to digital.
	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
	4. Present and communicate advanced animation techniques to a group of peers.	4.1 Develop presentations that will demonstrate the understanding of a unique animation technique. 4.2 Develop the ability to effectively explain techniques to others.
	<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
	5. Design and produce effective animated design compositions utilizing broadcast animation and editing software.	5.1 Identify the main differences between using Adobe AfterEffects and Adobe Flash for animation. 5.2 Create a simple animated broadcast composition using Adobe Creative Suite software. 5.3 Utilize the title editor and motion control settings in appropriate software to create typographical animations. 5.4 Assemble and render animations in appropriate software.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Assignments and Projects	100%

**Date:**

August 13, 2020

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further information.

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