This course provides the student with study principals, concepts and practices used in the production of motion graphics. The course also examines the history and development of broadcast motion graphics. The course includes classroom demonstrations and extensive hands-on labs that cover the topics of audio, color keying, motion tracking, stabilization and animation techniques using Adobe After Effects.

CATALOG DESCRIPTION:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
- Film studies
- Mass communication
- Multimedia

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: C

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]

Video Production(Certificate of Specialization)

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. analyze a script to determine the use of appropriate special effects and develop appropriate strategies for the implementation of special effects using After Effects and Motion.
2. develop and apply color keying and motion tracking techniques within a variety of projects.
3. integrate graphic, 3D programs, non-linear software, and Web tools using After Effects and Motion.
4. develop and apply advanced animation techniques using After Effects and Motion.

COURSE OBJECTIVES:
1. Develop and apply advanced animation techniques using After Effects and Motion.
2. Integrate graphic, 3D programs, non-linear software, and Web tools using After Effects and Motion.
3. Develop and apply color keying and motion tracking techniques within a variety of projects.
4. Analyze a script to determine the use of appropriate special effects and develop appropriate strategies for the implementation of special effects using After Effects and Motion.

COURSE CONTENT:

LECTURE CONTENT:

A. History of motion graphics
   1. Development of computed aided graphics
   2. Development of software based motion graphics
   3. Adobe After Effects - An overview
   4. Apple Motion - An overview
B. Alpha channels
   1. Identifying types of Alpha Channels
   2. Creating Alpha Channels
   3. Managing Alpha Channels
C. Working with Photoshop
   1. Managing transparency
   2. Working with layered files
D. Working with Illustrator
   1. Illustrator basics
   2. Continuous rasterization procedures
E. Plug-ins
   1. Creating numbers and text
   2. Creating path text
   3. Procedures for manipulating type
F. Vector paint
   1. Planning for the use of non standard interface
   2. Applying vector paint in a composition
G. Additional assistants
   1. Using the production bundle
   2. Creating and massaging key frame information
   3. Determining exponential scale
   4. Using the The Wiggler
   5. Developing uses of smart mask interpolation
H. Expression
   1. Determining production uses
   2. Developing techniques and applications
I. Compound effects
   1. Understanding and applying compound blur
   2. Procedures for applying texture to a composition
   3. Developing procedures for displacement map effects
J. Color keying
   1. Determining color difference
   2. Working with inner/outer keyers
   3. Developing production procedures for the keying of effects
Developing compositing procedures

K. Audio
1. Identifying audio basics
2. Identifying hit points in music
3. Working with dialog for animation
4. Procedures for mixing and editing sound
5. Identifying and implementing audio effects 2nd Semester

L. Time and tracking
1. Developing procedures for time remapping
2. Working with time - manipulating effects
3. Identifying issues involving time difference
4. Creating posterize time effects
5. Implementing echo time effects
6. Learning procedures for using time displacement

M. Nonlinear editing, 3D and web integration
1. Developing procedures designed to managing After Effects workflow
2. Identifying procedures for the integration of After Effects with nonlinear editing systems
3. Identifying procedures for the integration of After Effects with 3D applications
4. Identifying procedures for the integration with web applications

N. Format issues and rendering
1. Identifying video issues related to the use of After Effect
2. Identifying issues surrounding Interlaced video footage and After Effects
3. Identifying issues involving field rendering and the use of After Effects
4. Identifying issues related to the 3:2 pull down and the use of After Effects
5. Identifying luminance and IRE (Institute of Radio Engineers) issues relative to the use of After Effects
6. Identifying procedures for working with D1 (the first digital format) DV NTSC (Digital Video National Television Standards Committee) and After Effects
7. Identifying procedures for working with D1/DV PAL (Phased Alternation by Line) and After Effects
8. Identifying procedures for working with widescreen and After Effects
9. Identifying procedures for working at film resolution and After Effects
10. Identifying procedures for working with prerendering and proxies and After Effects

LABORATORY CONTENT:

Lab Content:
Using PhotoShop students will create a multi-layered animation sequence. Using Illustrator files students create animated text sequences.
Incorporate motion graphic effects into a live action sequence.
Using text and live action students create a motion tracking sequence.
Additional lab activities include the deconstruction and reassembly of motion graphic sequences.

METHODS OF INSTRUCTION:
A. Lecture:
B. Lab:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
Reading Assignments
Textbook
Out-of-class Assignments
Writing Assignments

Write critiques of commercials and promos that use motion graphics. Identifying the techniques used and evaluating their effectiveness.

Export a section of a program into motion graphics and apply appropriate effects and import back into original program.

Select a national ad campaign and write a paper that examines motion graphic techniques and discuss their effectiveness.

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Projects (ind/group)
Problem Solving Exercises

Demonstration of Critical Thinking:
Deconstruct a motion graphic sequence and identify the techniques used to create the sequence. Design and create a motion graphic sequence that demonstrates techniques used to create motion blurs.
Create an AFTER EFFECTS sequence that uses the 3:2 pulldown technique and compound effects.

Required Writing, Problem Solving, Skills Demonstration:
Write critiques of commercials and promos that use motion graphics. Identifying the techniques used and evaluating their effectiveness. Export a section of a program into motion graphics and apply appropriate effects and import back into original program. Select a national ad campaign and write a paper that examines motion graphic techniques and discuss their effectiveness.

TEXTS, READINGS, AND RESOURCES:
TextBooks:

LIBRARY:
Adequate library resources include:

Comments:

Attachments:
Attached Files