DDP 121: MOTION GRAPHICS

Date Submitted:Wed, 04 Sep 2019 01:27:36 GMT

Formerly known as:

DDP 021 (or if cross-listed - inactivated courses associated with this course)

Originator

mabril

Justification / Rationale

Updating the course title and description will give potential students and counselors a better understanding about the course. This update will also better align with other similar California community college and university offerings as well as reflect the advances and changes within the industry. Updating objectives and outcomes will meet Title 5 requirements. Adding additional modalities will expand offerings and reach potential students.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

121

Full Course Title

Motion Graphics

Short Title

MOTION GRAPHICS

Discipline

Disciplines List
Art
Film Studies
Graphic Arts (Desktop publishing)

Modality

Face-to-Face
100% Online
Hybrid

Catalog Description

Motion Graphics is a form of communication with a range of applications: film, television, graphic design, branding, advertising and web. This hands-on course focuses on communication design and common professional uses of motion graphics. Students will conceptualize, design and produce innovative time-based visual communication solutions using motion design theory and techniques. Exploring a wide range of applications (film, web, television, communication design, branding and advertising), students will create projects with advanced techniques for animation and visual effects in broadcast design, film titles and video production by combining typography, graphics and narrative storytelling.

Schedule Description

This hands-on course applies motion graphics techniques in commercial and entertainment communication. Students explore and create motion-based overlays integrating sound, graphics, digital video, animation, transparencies and text using digital visual effects, motion graphics, and compositing software (Adobe After Effects).

Lecture Units

2

Lecture Semester Hours
36

Lab Units
1

Lab Semester Hours
54

In-class Hours
90

Out-of-class Hours
72

Total Course Units
3

Total Semester Hours
162

Required Text and Other Instructional Materials

Resource Type
Book

Author
Joe Dockery, Conrad Chavez

Title
Learn Adobe After Effects CC for Visual Effects and Motion Graphics

Edition
First

Publisher
Adobe Press

Year
2019

College Level
Yes

ISBN #
978-0135426036

Resource Type
Book (Recommended)

Open Educational Resource
No

Author
Lisa Fridsma, Brie Gyncild

Title
Adobe After Effects CC Classroom in a Book

Edition
1st

Publisher

Adobe Press ISBN 978-0135298640

Year

2019

Resource Type

Book (Recommended)

Author

Jackson, Chris

Title

After Effects for Designers: Graphic and Interactive Design in Motion

Publisher

Focal Press ISBN 9781138735873

Year

2017

Resource Type

Book (Recommended)

Author

Brownie, Barbara

Title

Transforming Type

Publisher

Bloomsbury Academic ISBN 978-0857856333

Year

2015

Resource Type

Web/Other

Open Educational Resource

Yes

Class Size Maximum

25

Course Content

1. Professional Practice and Preparation
2. Media Communication
3. Review Of Basic Systems Operations
4. Non-Linear Post-Production Tools
5. Special Effects Post-Production Suite
6. Evaluation Of Project

Lab Content

- Managing files for video production
- Identify job requirements
- Composition settings and sizes

- Animating layers
- Adding a gradient and/or special effects to shapes and text
- Animating text
- Using motion blur
- Drawing and editing masks
- Importing Illustrator and Photoshop files
- Importing images
- Adding audio to compositions
- Using symbols
- Using markers for animation
- Adding adjustment layers
- Adding special effects to background
- Adding multiple effects
- Time remapping
- Color correction workflow
- Working in 3D space
- Exporting compositions

Course Objectives

	Objectives
Objective 1	Solve complex data communication issues by matching the appropriate graphing option for the data type.
Objective 2	Customize an animation using titles, sound and transitions to meet specific target objectives.
Objective 3	Demonstrate time and resource management principles in the development and production of computer animation projects.
Objective 4	Setup the workspace and analyze and solve workflow issues affecting production.
Objective 5	Composite and layer multiple assets to enhance digital communication.
Objective 6	Produce and interpret digital storyboards evidencing storytelling and typographic elements.
Objective 7	Composite and layer multiple assets to enhance digital communication.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Analyze digital storyboards evidencing storytelling to produce dynamic animated content.
Outcome 2	Evaluate animation titles, sound and transitions to meet specific target objectives.
Outcome 3	Evaluate workflow issues affecting production time and resource management principles in the development of computer animation projects.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Demonstration, Repetition/Practice	Students will learn technical software and hardware applications and apply them in a series of assignment/design challenges.
Lecture	Lectures will be provided on historical and contemporary approaches to digital art and media, as well as demonstrations on how to use software as it relates to the assignments.
Laboratory	Students will use the MAC computer lab for the course assignments, or their personal computer with the appropriate software and hardware.
Discussion	Students will verbally pitch their art and design concepts to the group as well as in progress discussions.
Technology-based instruction	All course work uses current technology in the field, the students will learn the software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.
Self-exploration	Students will explore their own conceptual approaches, ideas and perspectives to the assignments.

Collaborative/Team	Students will critique as teams/groups on various projects/design challenges.
Skilled Practice at a Workstation	A large portion of the lab will be dedicated to time for students to create digital artwork on an individual workstation. Each student will need to be have access to a computer to participate in this course.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Student participation/contribution	Students will be graded in their participation at critiques and group discussions.	In and Out of Class
Tests/Quizzes/Examinations	Students will be quizzed on key art and media terminology including the principles and elements of design.	In and Out of Class
Portfolios	Students will create a "body of work" that will be evaluated with a rubric.	In and Out of Class
Critiques	Students will participate in group critiques, addressing the requirements of the assignment as well as the creative exploration and graded with a rubric.	In Class Only
Mid-term and final evaluations	Students will have both a mid term and final evaluation. The culmination of the course will be a graded assignment/project or physical test of knowledge pertaining to software or hardware.	In Class Only
Product/project development evaluation	Students will create assignments with given criteria and will work to solve the design/art challenge as well as apply key fundamental compositions.	In and Out of Class
Written homework	Students will have a written exam that will be graded with a rubric.	In and Out of Class
Self/peer assessment and portfolio evaluation	Students will use rubrics to self evaluate their own progress as well as evaluate the work of their peers.	In and Out of Class

Assignments

Other In-class Assignments

Assignment 1

Create a motion graphics piece that uses animated stills and video to present a portrait of a person. Do not use text for this exercise. Match the style and tone of the piece to the personality of the person. Submit the exported piece to the discussion board.

Specifications are:

- DV/NTSC video (720x480)
- Use basic transformations
    - scale, opacity, position, rotation
- Duration:15 sec to 2 min
- Use at least 5 footage items of at least 2 different types(bitmap, vector, video)
- Audio is optional

Assignment 2

Create the pre-production documents for a message designed to sell someone an idea, a campaign message, a political idea, a debated topic, or even a public service announcement. Include a fully annotated storyboard, script, and a list of effects required to communicate the message. Submit the documents to the discussion board in PDF format.

Other Out-of-class Assignments

Read chapters watch instructional videos and complete homework assignments including lessons, assignments and projects.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %
50
On-campus %
50

Lab Courses

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?
Chapter lessons, assignments and projects to be uploaded to Canvas for instructor evaluation.

How will you assess the online delivery of lab activities?
Via Canvas using rubrics.

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Timely feedback and return of student work as specified in the syllabus
Discussion forums with substantive instructor participation
Chat room/instant messaging
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Synchronous audio/video
Teleconferencing
Telephone contact/voicemail
USPS mail

For hybrid courses:

Scheduled Face-to-Face group or individual meetings
Field trips
Library workshops
Orientation, study, and/or review sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.
Graded discussion assignments, required participation in critiques and weekly announcements.

Other Information

MIS Course Data

CIP Code
11.0803 - Computer Graphics.

TOP Code
061460 - Computer Graphics and Digital Imagery

SAM Code
C - Clearly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Transferable to CSU only

Allow Audit
No

Repeatability
No

Materials Fee
No

Additional Fees?
No

Approvals

Curriculum Committee Approval Date
11/05/2019

Academic Senate Approval Date
11/14/2019

Board of Trustees Approval Date
12/19/2019

Chancellor's Office Approval Date
1/07/2020

Course Control Number
CCC000583276

Programs referencing this course
Digital Design Production AS Degree (http://catalog.collegeofthedesert.eduundefined?key=126/)
Digital Design Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=127/)
Advanced Film Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=196/)
Film Post-Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined?key=270/)
Film Production AS Degree (http://catalog.collegeofthedesert.eduundefined?key=69/)