



El Camino College

COURSE OUTLINE OF RECORD - Official

I. GENERAL COURSE INFORMATION

Subject and Number: Art 247A
Descriptive Title: Intermediate Motion Graphics

Course Disciplines: Multimedia

Division: Fine Arts

Catalog Description: This course continues studies at the intermediate level in the materials, methods, and techniques of Motion Graphics with an emphasis on increasing proficiency in the creation of digital movies, visual effects, and animation. Emphasis is placed on refining concepts and design skills to produce more advanced portfolio projects for a student reel.

Conditions of Enrollment: Prerequisite
Art 147
with a minimum grade of C

Course Length: ☒ Full Term ☐ Other (Specify number of weeks):
Hours Lecture: 2.00 hours per week ☐ TBA
Hours Laboratory: 4.00 hours per week ☐ TBA
Course Units: 3.00

Grading Method: Letter
Credit Status: Associate Degree Credit

Transfer CSU: ☒ Effective Date: Proposed
Transfer UC: ☒ Effective Date: Proposed

General Education:

El Camino College:

CSU GE:

IGETC:

II. OUTCOMES AND OBJECTIVES

A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)

Keyframing: Students will be able to apply keyframing at the intermediate level to manipulate audio and visual effects to still images and footage in an industry standard motion graphics software program.

2. Storyboards and Animatics: Students will be able to pre-visualize motion concepts using storyboards to create an intermediate level animatic with sound for a motion graphics project.

3. Apply Animation Principles: Students will be able to apply animation principles and design concepts at the intermediate level in a motion graphics project.

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)

1. Apply intermediate motion graphics processes and design principles in the development of an idea through storyboarding and animatics, to finished project.

Other (specify)

Animation and motion graphics projects

2. Apply appropriate pacing and continuity within the structure of the animation.

Other (specify)

Animation and motion graphics projects

3. Research, evaluate, and critique animations and motion graphics projects based on technique, storytelling, design principles, and timing.

Class Performance

4. Produce a portfolio showcasing semester work at the intermediate level.

Other (specify)

Animation and motion graphics projects

III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)

Lecture or Lab	Approximate Hours	Topic Number	Major Topic
Lecture	6	I	A. Storyboards and Visual Development of Ideas B. Animatics
Lab	12	II	A. Storyboards and Visual Development of Ideas B. Animatics
Lecture	2	III	Intermediate Level Keyframes
Lab	4	IV	Intermediate Level Keyframes

Lecture	4	V	Multiple Compositions within a Project a. Parenting b. Pre-comps c. Nesting
Lab	8	VI	Multiple Compositions within a Project a. Parenting b. Pre-comps c. Nesting
Lecture	4	VII	Typography in Motion a. Movie titles b. Animated logos c. Station ID d. Lower 3rd
Lab	8	VIII	Typography in Motion a. Movie Titles b. Animated Logos c. Station ID d. Lower 3rd.
Lecture	4	IX	Typographic Considerations, Examples of Various Work a. Type and Images b. Live-action and type c. Graphic designers d. Broadcast designers e. Fine art video
Lab	8	X	Typographic Considerations, Examples of Various Work a. Type and Images b. Live-action and type c. Graphic designers d. Broadcast designers e. Fine art video
Lecture	6	XI	2D and 3D Integration and Software Demonstration
Lab	12	XII	2D and 3D Integration and Software Practice
Lecture	2	XIII	A. Layer enhancement B. Intermediate/advanced keyframing
Lab	4	XIV	A. Layer Enhancement B. Intermediate/Advanced Keyframing
Lecture	2	XV	Range of Motion Graphics Projects a. Typographic Motion Design and Designers b. Broadcast Designers c. Fine Art Video d. Live Action e. Commercials
Lab	4	XVI	Research in Range of Motion Graphics Projects: a. Typographic motion design and designers b. Broadcast designers c. Fine Art Video d. Live Action e. Commercials
Lecture	6	XVII	Analysis and Evaluation of Professional and Student Projects
Lab	12	XVIII	Analysis and Evaluation of Professional and Student Projects

Total Lecture Hours	36
Total Laboratory Hours	72
Total Hours	108

IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

A. PRIMARY METHOD OF EVALUATION:

Other -

Skills demonstrations - Animation and Motion Graphics projects

B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:

Create titles for a digital video using cameras and 3-D space.

C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:

1. Beginning with an audio track, create a digital video or animation that keeps time with the rhythm of the audio.
2. Find a quote from literature and design and produce an animation expressing the meaning of the quote, without actually using words.

D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:

Quizzes

Written homework

Class Performance

Other (specify):

Animation and motion graphics projects

Presentation

V. INSTRUCTIONAL METHODS

Demonstration

Discussion

Internet Presentation/Resources

Lecture

Multimedia presentations

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. WORK OUTSIDE OF CLASS

Skill practice

Problem solving activities

Other (specify)

Work on projects

Estimated Independent Study Hours per Week: 4

VII. TEXTS AND MATERIALS

A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS

Jon Krasner. Motion Graphics Design, Applied History and Aesthetics. 3rd ed. Focal Press, 2013.

Qualifier Text: Industry standard current textbook to match current software,

B. ALTERNATIVE TEXTBOOKS

C. REQUIRED SUPPLEMENTARY READINGS

Online tutorials

D. OTHER REQUIRED MATERIALS

Headphones and portable external drive

VIII. CONDITIONS OF ENROLLMENT

A. Requisites (Course and Non-Course Prerequisites and Corequisites)

Requisites	Category and Justification
Course Prerequisite Art-147	Sequential

B. Requisite Skills

Requisite Skills
Apply intermediate motion graphics processes and design principles in the development of an idea through storyboarding and animatics, to finished project. ART 147 - Import still images, sound, and video clips into non-linear editing software and add transitions, layers, and filters. ART 147 - Export digital video clips into editing software for frame by frame manipulation. ART 147 - Apply two-dimensional design concepts such as line, value, texture, pattern, and scale, in conjunction with various compositional strategies to enhance digital videos.
Research, evaluate, and critique animations and motion graphics projects based on technique, storytelling, design principles, and timing. ART 147 - Analyze and assess selected commercial and fine art video pieces.

C. Recommended Preparations (Course and Non-Course)

Recommended Preparation	Category and Justification
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D. Recommended Skills

Recommended Skills

E. Enrollment Limitations

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Joyce Dallal on 10/19/2016.

BOARD APPROVAL DATE: 11/20/2017

LAST BOARD APPROVAL DATE: 11/20/2017

Last Reviewed and/or Revised by Joyce Dallal on 10/19/2016

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