

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

SUBJECT AREA AND COURSE NUMBER

COMM 667

COURSE TITLE

ALTERNATE TITLE(S)

MOTION GRAPHICS

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course is designed to provide students with the foundational skills in order to apply knowledge of video composition, audio and motion graphics principles to perform basic or routine tasks involved in a motion graphics based editor. Students will learn basic design principles and best practices employed in the audio and motion graphics industry. The course provides a hands-on approach to planning, designing and creating motion graphics for the development of a portfolio. (FT)

LECTURE/LABORATORY HOURS

150

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

- Possess a 10th grade reading level
- Effectively communicate in the English language
- Possess basic computer skills
- Possess digital image editing and vector graphic software skills
- Understanding either MacOS or Windows operating systems

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by leaning and working cooperatively in a diverse environment.
2. Effective Communication

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SDCE students demonstrate effective communication skills.

3. Critical Thinking

SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Gain current industry standard skills to prepare entry-level positions in the motion graphics industry.
2. Develop an understanding of key terminology related to requirements in motion graphics.
3. Gain an understanding of basic design elements for motion graphics.
4. Gain knowledge of audio and motion graphics workspace.
5. Experience hands-on projects using audio and motion graphics software.
6. Gain an understanding of image file formats for motion graphics and web publications.
7. Enhance communication and project management skills through team projects.

COURSE OBJECTIVES

Upon successful completion of the course - the student will be able to:

1. Evaluate applications for appropriateness to a project.
2. Demonstrate knowledge of project management tasks and responsibilities.
3. Demonstrate knowledge of principles and best practices employed in the audio and motion graphics industry.
4. Navigate, organize and customize the workspace.
5. Identify elements of the audio and motion graphics software interface and demonstrate knowledge of their functions.
6. Define the functions of commonly used in audio motion graphic software tools.
7. Understand and use techniques to enhance projects using audio and motion graphics software.
8. Demonstrate knowledge of creating motion graphics using motion graphics software.
9. Publish documents for video and motion graphics.

## **SECTION II**

### **COURSE CONTENT AND SCOPE**

1. Setting Project Requirements for Motion Graphics
  - 1.1. Motion graphics preparation
    - 1.1.1. Purpose
    - 1.1.2. Audience
  - 1.2. Content
    - 1.2.1. Copyright
    - 1.2.2. Permissions
    - 1.2.3. Licensing
  - 1.3. Project management
    - 1.3.1. Tasks
    - 1.3.2. Responsibilities
  - 1.4. Communication
    - 1.4.1. Peers
    - 1.4.2. Clients
    - 1.4.3. Design Plans
  - 1.5. Key terminology and tools
    - 1.5.1. Digital video
    - 1.5.2. Color management
    - 1.5.3. Video and audio post-production
  - 1.6. Basic motion graphics, video effects (VFX), and design principles
    - 1.6.1. Standard compositing techniques
    - 1.6.2. Design principles and guidelines
    - 1.6.3. Photographic/cinematic composition terms and principles
    - 1.6.4. Animation terms and principles
2. Project Setup and Interface
  - 2.1. Create and edit
    - 2.1.1. Settings for audio and video
    - 2.1.2. Compositions
  - 2.2. Application workspace
    - 2.2.1. Navigate
    - 2.2.2. Organize
    - 2.2.3. Customize
    - 2.2.4. Configure application preferences
  - 2.3. Non-visible design tools
    - 2.3.1. Navigate a composition
    - 2.3.2. Markers

COURSE CONTENT AND SCOPE (CONTINUED)

- 2.3.3. Guides and grids
- 2.4. Import assets
  - 2.4.1. Import media
  - 2.4.2. Manage assets, footage
- 3. Organizing Video Projects
  - 3.1. Timeline panel
    - 3.1.1. Manage layers
    - 3.1.2. Multiple layers in a complex composition
    - 3.1.3. Different types of layers
  - 3.2. Modify layer visibility
    - 3.2.1. Opacity
    - 3.2.2. Blending modes
    - 3.2.3. Create, apply, and manipulate masks
- 4. Creating and Modifying Visual Elements
  - 4.1. Core tools and features to create compositions
    - 4.1.1. Shape creation
    - 4.1.2. Asset placement
  - 4.2. Add, manipulate, and animate text
    - 4.2.1. Text in a composition
    - 4.2.2. Adjust character settings
    - 4.2.3. Adjust paragraph settings
  - 4.3. Trim footage for use in compositions
    - 4.3.1. Trim layers
    - 4.3.2. Modify and refine
  - 4.4. Modify digital media within a project
    - 4.4.1. Transform visual elements
    - 4.4.2. Change speed or direction
  - 4.5. Reconstruction and editing techniques
    - 4.5.1. Auto-correction
    - 4.5.2. Modify and edit vector graphics
  - 4.6. Add and modify effects and presets
    - 4.6.1. Video effects to a track
    - 4.6.2. 3D space
    - 4.6.3. Image composites
    - 4.6.4. Manipulate and animate images
    - 4.6.5. Effects on multiple layers
  - 4.7. Create and modify keyframes for motion graphics
    - 4.7.1. Transformations

COURSE CONTENT AND SCOPE (CONTINUED)

- 4.7.2. Animate effects
- 5. Publishing Digital Media
  - 5.1. Publishing a composition
    - 5.1.1. Web
    - 5.1.2. Screen
    - 5.1.3. Other
    - 5.1.4. Specifications
      - 5.1.4.1. Check for errors
- 6. Export Digital Video to Various File Formats
  - 6.1. Native file format for a motion graphics editor
  - 6.2. Export frames
  - 6.3. Export a composition
  - 6.4. Archive a project

APPROPRIATE READINGS

Reading assignments related to motion graphics may include, but are not limited to:

- Textbooks
- Supplemental reading assignments
- Industry-related periodicals or magazines
- Manuals, online help pages
- Articles posted on the Internet and information from web sites
- Online libraries and databases

WRITING ASSIGNMENTS

Appropriate writing assignments related to motion graphics may include, but are not limited to:

- Project proposal critiques
- Preparing text for an assigned project
- Keeping a journal on laboratory and project work
- Maintaining a notebook based on lecture material and handouts

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to:

- Reading texts
- Referencing resources or handouts, recording videos for projects
- Researching motion graphics tutorial via Internet sites
- Organizing and preparing written answers to assigned questions

### APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to:

- Analysis and evaluation of purpose, audience and techniques
- Examination of design theories
- Evaluation and application of different strategies for the development of publications for motion graphics

### EVALUATION

A student's grade will be based on multiple measures of performance and will include evaluation of student's ability to:

- Perform a variety of activities, discussions and assignments related to course objectives
- Apply theory to assignments
- Successfully complete all lessons and examinations
- Maintain attendance and punctuality per current policy
- Demonstrate ability to work independently and as a team member
- Demonstrate troubleshooting skills
- Deliver an oral presentation
- Present a digital portfolio

Upon successful completion of this course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

### METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, hands-on lecture, computer based instruction, self-paced lab, demonstrations, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips, and guided student job assignments.

This course, or sections of this course, may be offered through distance education.

### TEXTS AND SUPPLIES

*Adobe After Effects CC Classroom in a Book*, Lisa Fridsma, Adobe Press, current edition

- Online video training
- Web resources: [www.lynda.com](http://www.lynda.com)

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DATE: March 6, 2019

REVISED BY: Jane Newcomb, Toni Renier

DATE: February 5, 2020

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100  
California Community Colleges, Title 5, Section 55002  
Continuing Education Catalog