

# FILM-2480: MOTION GRAPHICS

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## Cuyahoga Community College

**Viewing: FILM-2480 : Motion Graphics**

**Board of Trustees:**

January 2020

**Academic Term:**

Fall 2020

**Subject Code**

FILM - Film and Media Arts

**Course Number:**

2480

**Title:**

Motion Graphics

**Catalog Description:**

Focus on combining visual elements from a variety of sources into a composite motion graphic. Projects include film titles, logo animation, broadcast graphics, and kinetic digital display. Emphasis on the interplay of typography, animated graphics, movie clips and sound. Exploration of the literal and stylistic communication of meaning through interaction of type and image.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

FILM-1040 Imaging Basics for Film and Media Arts: On Location and In Studio and FILM-1180 Introduction to Film and Media Arts; or departmental approval.

## Outcomes

**Course Outcome(s):**

Articulate the role(s) of a motion graphics designer in corporate, broadcast, web, and motion picture industries.

**Objective(s):**

1. Articulate technical and stylistic distinctions between designing motion for the screen vs. designing for print or other static media.
2. Define inter-relationships between illustration, photo imaging, digital video, and motion graphics applications.

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**Course Outcome(s):**

Apply the study of typography and visual design principles to conceive, plan and execute a motion graphic design.

**Objective(s):**

1. Design and execute an animated motion graphic, such as a logo, based on a static prototype.
2. Create a complex, layered, motion graphic that integrates text, sound, photo, and video/film elements.
3. Pre-plan a motion graphic using a storyboard to effectively communicate the concept to a client or other members of a design team.
4. Prepare elements (text, still images, video clips, etc.) to proper technical specifications for use in a motion graphics application.
5. Generate virtual camera movements such as pans, tracking shots, tilts, rack focus, and zooms.
6. Apply effects that change over time (using behaviors, key framing or rotoscoping) such as motion blurs, tints, and speed changes.
7. Create and apply masks and keys to reveal or hide areas of images in a layered composite motion graphic.

8. Create virtual cameras and lighting set-ups.
  9. Work with x, y, and z axis virtual space.
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**Methods of Evaluation:**

1. Participation and discussion
2. Assignments and Exercises
3. Written assignments
4. Case studies
5. Tests and Quizzes
6. Reel (the video/film equivalent to a portfolio)

**Course Content Outline:**

1. The role(s) of a motion graphics designer in corporate, broadcast, web, and motion picture industries
  - a. Review of basic design principles
  - b. Review of basic color theory
  - c. Past examples of motion graphic design
  - d. Examples of contemporary motion graphics
2. Capabilities of various motion graphics applications
  - a. Resolution independent virtual work environments
  - b. Ease of use vs. advanced capabilities
  - c. Designing in x, y, z space
  - d. The ability to generate virtual effects
  - e. Real time previews vs. rendering effects
  - f. Integration with digital imaging and video editing software applications
3. Preparing to create a motion graphic
  - a. Using storyboards for motion graphic design
  - b. Using storyboard to communicate proposed design
  - c. Assembly and preparation of typographic, video/film, photographic, and illustration elements to proper technical specifications
4. Virtual work environment and work flow of a motion graphics application
  - a. Importing footage
  - b. Creating projects
  - c. Working with a timeline
  - d. Rendering effects
  - e. Outputting finished motion graphics
5. Building a motion graphic
  - a. Generating virtual camera movement
  - b. Applying effects
  - c. Changing effects parameters over time
  - d. Masking or keying to reveal or hide areas of an image
  - e. Working with layered compositions
  - f. Nesting compositions within compositions
  - g. Working with camera angles, x, y, and z axis
6. Outputting a motion graphic
  - a. Understanding technical specifications for web, interactive media, film, and television
  - b. Generating multiple versions of a motion graphic for a variety of end uses

**Resources**

Bellantoni, Jeff and Matt Woolman. *Type in Motion: Innovations in Digital Graphics*. New York: Rizzoli, 2001.

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Meyers, Trish and Chris Meyers. *Creating Motion Graphics with Adobe After Effects*. 5th. San Francisco: CMP, 2010.

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Taylor, Angie. *Design Essentials for the Motion Media Artist: A Practical Guide to Principles Techniques*. 1st. Focal Press, 2010.

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Dodds, David. *Hands-On Motion Graphics with Adobe After Effects CC: Develop Your Skills as a Visual Effects and Motion Graphics Artist*. Packt Publishing, 2019.

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Meyer, Chris. *After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics Artist (Apprentice Series)*. 4th ed. New York: Routledge, 2016.

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**Resources Other**

Lynda.com / Linked in Learning

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