DMAD A263: MOTION GRAPHICS AND VIDEO COMPOSITING WITH ADOBE AFTER EFFECTS

Item	Value
Curriculum Committee Approval Date	09/23/2020
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Develop skills in the art of animated graphics and digital video compositing, which are used in film and television titles and advertisements, music videos, web sites, multimedia concerts and fashion shows. Create original artwork with complex layers of graphics, video, text, photography, and audio using masking, keying, layering, transparency, effects, sweeping camera paths and 3D elements. ADVISORY: DMAD A181 and DMAD A190. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate technical proficiency in motion graphics and video compositing tools and techniques using industry standard tools and techniques.
2. Demonstrate a critical understanding of fundamental aesthetic principles of motion graphics and digital video compositing.
3. Identify, critique and discuss aesthetic principles in motion graphics and videos in videos by professionals and Students, and explain how they convey ideas.

Course Objectives

- 1. Investigate computer related skills needed for employment in the motion graphics and video compositing industries.
- 2. Articulate creative and technical ambitions in the planning stages.
- 3. Explore design and composition in time based media.
- 4. Demonstrate broad knowledge of theory of digital production techniques.
- 5. Recognize principles of visual communication in motion graphics and video compositing productions.
- 6. Apply aesthetic principles of visual communication to motion graphics and video compositing productions.
- 7. Demonstrate presentation skills.
- 8. Develop a finished video on the computer using layering, masking, and special effects.

Lecture Content

Intro to the Art of Digital Video Compositing Video compositing as an Art Form Integrating Photography, Video and other Media Relying on rich texture to make a visual statement Rendering quality from Quick time to 35 mm film Managing a Project Storyboards Movie scripts Flexibility for artistic innovation Managing the assets Composition Design Introduction to the Composition Window Creating a Visual Design with Multiple Objects Integrating photography, video , text and graphics Using Layers Importing photographic Layers into video software Turning layers on and off to aid in design Using layers as independent objects Developing a library of layers Artistic Masking Simple masking Masking with Bezier curves Irregularly shaped masks. Time based masks Keying and Transparency Simple transparency Complex layering with transparency Blue screen Complex keying effects Artists effects Controlling artistic purpose Image control Perspective and 3D Other effects Time based design and composition Storyboard flow in time based media Importance of audio track to visual impact Emotional impact of visual movement Entrance and exit of visual elements for artistic impact Rendering a Movie Resolution of the movie from postage stamp to 35 mm film Selecting the optimal code compressor Deciding on frame rate and key frames Selecting audio quality Art Animation with Bezier Curves History of traveling mattes Time based masks to create unique objects Irregular objects traveling across time Relative movement of multiple objects Object Oriented Concepts Independent displays of objects Reuse of objects Maintaining relationships between objects Controlling parameters of objects Intro to Interactive Objects Turning layers and objects on and off User selection and replacement of objects User control of object parameters Esthetics of interactive design Complex Objects Advanced Artistic Compositing Esthetics of Time Based Media

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

Slide, video, and DVD presentations, field trips, student critiques

Reading Assignments

Students will spend 1-2 hours per week on: Readings from required text. Reading from assigned online resources.

Writing Assignments

Students will spend 1-2 hours per week on: Self-Reflections Analysis of Elements and Principles of Design Written Reports of Attended Events and/or Materials Read

Out-of-class Assignments

Students will spend 1-2 hours per week on: Design projects using appropriate software. Attend on campus student art shows. Sketching and conceptualizing drawing.

Demonstration of Critical Thinking

Skills demonstration, project development, and final presentation

Required Writing, Problem Solving, Skills Demonstration

Written reports and critiques of work seen outside class; group critiques of student work

Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Fridsma, L., Gyncild, B.. Adobe After Effects CC Classroom in a Book (2015 release) Adobe After Effects CC Classroom in a Book, ed. Adobe Press, 2015

Other Resources

1. Selected hand-out materials provided by the instructor.