



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number
DMA 210

Course Title
Motion Graphics

Credits
3

Hours:
Lecture/Lab/Other

1 / 4 / 0

Co- or Pre-requisite

DMA 135 Digital Narrative

Implementation
Semester & Year

Spring 2022

Catalog description:

This course focuses on the concepts of digital art in motion and techniques of visual storytelling emphasizing issues of pacing, continuity, and dramatic structure. Combining 2-D graphics, 3-D animation, video, and sound with the use of new media tools such as Adobe Photoshop, After Effects, and Premiere Pro to explore the possibilities of new media art in motion.

General Education Category:
Not GenEd

Course coordinator:
Mauro Zamora, ext. 3340 zamoram@mccc.edu

Required texts & Other materials:

External flash drive 500Gb – 1TB in size

Recommended Book but not required

Adobe After Effects Classroom in a Book (2022 release)

By Lisa Fridsma, and Brie Gyncild

Published Jan 12, 2022, by Adobe Press. Part of the Classroom in a Book series

ISBN-10: 0-13-762392-5

Course Student Learning Outcomes (SLO):

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

1. Produce and export digital motion assets that can be used online on websites, social media platforms, and screened on digital devices such as televisions, computers, and phones. [Supports ILG # 4, 10, 11; PLO # 1, 3, 4, 5]
2. Produce digital motion assets that layer text, images, and video with specific timing. [Supports ILG # 1, 4, 10, 11; PLO # 1, 2, 3, 4, 5]
3. Produce digital motion assets that utilize the tenets of good storytelling. [Supports ILG # 1, 4, 11; PLO # 1, 2, 3, 4]
4. Produce digital motions assets with consistent pacing, visual continuity, and that demonstrate dramatic structure in storytelling. [Supports ILG # 4, 11; PLO # 4, 5]
5. Manage, organize, and maintain complex visual libraries and files. [Supports ILG # 4, 10, 11; PLO # 3, 4]
6. Apply the concepts learned in class to problem solve complex visual problems. [Supports ILG # 4, 10, 11; PLO # 5, 6]

7. Apply the concepts learned in class to present and pitch story ideas in a professional manner.
[Supports ILG # 1, 11; PLO # 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Digital Media Arts (PLO)

1. Understand the pre-production process, for applied design in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
2. Understand and apply storytelling principles applicable in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
3. Produce and manage digital assets for various production scenarios including animation, multi-media, web design.
4. Produce and manage two-dimensional and three-dimensional digital assets containing change over time and throughout pagination using professional software.
5. Use professional 3-D modeling, animation, prototyping, or text editor software applications.
6. Develop and present ideas in both written and oral formats.
7. Use professional software applications to design websites with accessible design and content.
8. Use design principles to develop websites that communicate effectively.
9. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I Principles of Motion Design [Supports Course SLO # 3, 6]

Learning Objectives

The student will be able to:

- Understand and discuss the principles of motion design
- Describe the basics of timing, spacing and rhythm in motion design
- Describe the basics of eases in motion design
- Describe the basics of mas and weight in motion design
- Describe the basics of anticipation in motion design
- Describe the basics of arcs in motion design
- Describe the basics of squash, stretch and smears in motion design
- Describe the basics of follow through and overlapping action in motion design
- Describe the basics of exaggeration in motion design
- Describe the basics of secondary or layered animation in motion design

Unit II **Introduction to After Effects** [Supports Course SLOs # 1, 2, 3, 4]

Learning Objectives

The student will be able to:

- Describe the basics of Adobe After Effects
- Identify the parts of the After Effects workspace
- Create After Effects projects and compositions
- Create text, solid, camera, shape layer, null object layers in After Effects
- Manage layers add key frames and modify timing in After Effects
- Manage created and imported assets in After Effects
- Compose animations and add effects to composition layers
- Organize layers, rename, and recolor layers in the timeline
- Assemble imported assets into a composition
- Prepare animations for export to various output scenarios

Unit III **Layout and Text in After Effects** [Supports Course SLOs # 1, 2, 3, 4]

Learning Objectives

The student will be able to:

- Describe the tenets of storytelling using text in motion
- Assemble and pre-compose After Effects compositions
- Identify sound for use in After Effects animation projects
- Create masks with an After Effects composition
- Create layer shapes and arrange them in parented combinations
- Modify the paths of shape layers in a composition
- Arrange text assets timed with changes in audio tracks
- Examine the work of your peers and describe how their work applies layout principles

Unit IV **Animation for User Interface Environments** [Supports Course SLOs # 1, 2, 3, 4, 5, 6, 7]

Learning Objectives

The student will be able to:

- Create a composition that simulates other interfaces such as web, application UI, and gaming GUI
- Design User Interfaces using drawing tools within After Effects
- Assemble Graphic User Interfaces using shape layers and imported assets
- Compose UI animations that mimic the timing of web interactions and application interactions
- Arrange UI elements that utilize sound graphic design and text layout
- Prepare animation for export to web, and Lottie web integration
- Examine the work of your peers and describe how their work applies the principles UI

Unit V **Multi-Media Production** [Supports Course SLOs # 1, 2, 3, 4, 5, 6, 7]

Learning Objectives

The student will be able to:

- Create a composition that integrate video footage
- Manage and maintain a complex network of video, animations, and vector graphics within a single project
- Create compositions and modify them using the puppet tool
- Modify video assets using the roto brush tool
- Modify video assets using color correction
- Modify video assets by applying effects and adjustment layers
- Create a composition with video and vector assets in combination with the 3D camera tracker
- Design and create Motion Graphics Templates
- Modify compositions using advances editing techniques
- Examine the work of your peers and describe how their work applies multi-media principles

Evaluation of student learning:

Achievement of the course objectives will be evaluated using the following tools:

- Student participation in individual, group discussions and class critiques utilizing the definitions and terminology used in the motion design industry.
- Quality of design work and assignments.
- Quality of animations and storytelling based on an established design language or system.

Grading

Attendance	10%
Assignments	20%
Critique and Discussion	15%
Projects	55%
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Total	100%