

# **Mercer County Community College**

## **Arts and Communication Division**

### **CGR 210**

### **MOTION GRAPHICS**

#### **COURSE DESCRIPTION**

Digital art in motion: concepts and techniques of visual storytelling emphasizing issues of pacing, continuity and dramatic structure. 2D graphics, 3D animation, video and sound will be combined using new media tools such as Photoshop, After Effects and Premiere to explore the possibilities of new media art. Applicable to the fields of 3D animation, film and television title sequences, television commercials, multimedia design and music videos.

Text (s): **Reference Division Booklist**

Prerequisites: **CGR110**

Co-requisites:

**Credits: 3**

**Lecture Hours: 1**

**Studio/Lab Hours: 4**

**Food and Drink are strictly prohibited in Classrooms as per Health and Safety Laws. Students are not permitted to bring in chemicals or cleaning fluids without the appropriate MSD Sheets.**

#### **Use of Student Work**

**All artwork, projects and work done by students in connection with this course are done for educational purposes. The college reserves the right to retain or reproduce any student work for exhibitions, publications, its permanent collection, or any other purpose.**

**Course Coordinator: Yevgeniy Fiks**

**Latest Review: Spring 2005**

## **I. COURSE OBJECTIVES**

- A. To teach the storytelling possibilities of new media, which allow layering of text and images in motion.
- B. To teach the importance and applicability of pacing, continuity and dramatic structure in visual storytelling.
- C. To require students to apply the concepts they have learned by solving progressively more difficult visual problems.
- D. To help students develop professional presentation skills.

## **II. METHOD OF INSTRUCTION**

- A. Lectures and demonstrations.
- B. Application of concepts and skills in class and open lab.
- C. Textbook assignments and quizzes.
- D. Research to develop concepts and visual source materials.
- E. Completion of projects that require the application of concepts and skills and the synthesis of research.

## **III. INSTRUCTIONAL SOURCES**

- A. Examples and demonstrations on the computer.
- B. Handouts.
- C. Visuals from books, slides, CD's, videos, and the Web.
- D. Guest speakers, as available.
- E. Field trip(s) to professional programs on related topics.

## **IV. ATTENDANCE, EVALUATION AND GRADING**

**Lectures are often accompanied by demonstrations of techniques and examples of computer graphic materials which cannot be repeated for individuals.** The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. In these ways, the students learn the terms used in the field for which they are preparing. **Diligent work on assignments is essential to developing the skills required to succeed in this field.** The work you put into your assignments during class and in open lab periods will generally be visible in the quality of the project you produce.

### **Attendance**

Students are expected to attend all parts of each session, and to have the proper materials for working in class. If a student must miss a class, he or she should notify the instructor, in advance, if possible. The student must make up the work missed as soon as possible and should be in contact with other students in the class to find out what he or she has missed.

## Evaluation

Evaluation of progress and grades are determined by the instructor based upon the following considerations:

- A. Professionalism\* (15%)
- B. Estimate of quality of class work and homework assignments (by instructor.) (45%)
- C. Results of quizzes (5%)
- D. Grade on final assignment (20%)
- E. Result of final critique and evaluation. (15%)

\*Refers to the degree of seriousness and commitment the student brings to his/her work in the course. It includes regular attendance in all lectures and in-class labs, completing assignments on time, and contributing constructively to the overall demeanor and learning atmosphere of the lecture and labs.

## Grading

Values of quality, aesthetics, taste, etc., are based upon the instructor's judgement of the work produced, the effort employed, **and the total result achieved.** To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade. After one missed class period, late assignments will receive the grade of "F".

The grade of "A" will be earned by students who demonstrate mastery of the skills and essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of "D" is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of "F" will be earned by students who do not demonstrate achievement.

## V. VOCABULARY

Many of the terms used in the field of computer graphics are unique. They are not always part of everyday language. These trade terms must be learned if the student expects their instructions on a job to be understood.

NOTE: If you hear a term which is not clear to you, write it down and ask for its meaning at an opportune time. **Jargon: An Informal Dictionary of Computer Terms** from Peachpit Press is an excellent resource.

## VI. MATERIALS LIST

### **Your instructor will specify:**

1. Removable storage media
2. Sketch pad (9"x12", 11"x14", 14"x17", 12"x18" or 18"x24")
3. Sketch tools/media: pencils, colored pencils, pens, markers (or other)

]