

# DES M142: MOTION GRAPHICS

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**Originator**

skasalovic

**Co-Contributor(s)**
**Name(s)**

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**College**

Moorpark College

**Attach Support Documentation (as needed)**

Digital EffectsMC.docx

**Discipline (CB01A)**

DES - Design

**Course Number (CB01B)**

M142

**Course Title (CB02)**

Motion Graphics

**Banner/Short Title**

Motion Graphics

**Credit Type**

Credit

**Start Term**

Fall 2022

**Formerly**

MM M30 - Motion Graphics

MM M03 - Audio/Motion Graphics/MM

**Catalog Course Description**

Introduces motion graphics fundamentals, including compositing, visual effects, type in motion, and animation techniques. Includes concept development, storytelling, and aesthetics in creating motion graphics, including composition, color, motion, and timing. Produces animated sequences by using digital images, vector-based content, video, and audio.

**Taxonomy of Programs (TOP) Code (CB03)**

0614.00 - \*Digital Media

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

Will not be required

**Grading method**

(L) Letter Graded

**Alternate grading methods**

(O) Student Option- Letter/Pass

(E) Credit by exam, license, etc.

(P) Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

35

**Maximum Contact/In-Class Lecture Hours**

35

**Activity****Laboratory****Minimum Contact/In-Class Laboratory Hours**

52.5

**Maximum Contact/In-Class Laboratory Hours**

52.5

**Total in-Class****Total in-Class****Total Minimum Contact/In-Class Hours**

87.5

**Total Maximum Contact/In-Class Hours**

87.5

**Outside-of-Class****Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

70

**Maximum Outside-of-Class Hours**

70

**Total Student Learning****Total Student Learning****Total Minimum Student Learning Hours**

157.5

**Total Maximum Student Learning Hours**

157.5

**Minimum Units (CB07)**

3

**Maximum Units (CB06)**

3

**Prerequisites**

DES M121 (formerly MM M10)

**Entrance Skills****Entrance Skills**

DES M121

**Prerequisite Course Objectives**

DES M121-discuss the artistic and technological aspects of digital media in both historical and contemporary contexts.

DES M121-demonstrate the ability to present and discuss work in a professional manner, using appropriate digital media vocabulary.

DES M121-apply pre-visualization techniques to communicate design concepts for print and screen.

DES M121-create and edit media using industry-standard software applications.

DES M121-identify and explore career and educational paths in digital media.

DES M121-apply professional workflows for designing and producing digital media from conception to completion.

DES M121-identify aesthetic, technological, and social criteria, as well as professional ethics, in evaluating digital media.

## Requisite Justification

### Requisite Type

Prerequisite

### Requisite

DES M121 (formerly MM M10)

### Requisite Description

Course in a sequence

### Level of Scrutiny/Justification

Part of a sequence of courses in a certificate of completion or a certificate of competency (noncredit only)

## Student Learning Outcomes (CSLOs)

**Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | demonstrate visual storytelling principles for time-based media.   |
| 2 | demonstrate knowledge of professional formatting, including for import assets and video export settings. |
| 3 | discuss and evaluate current tools in motion design.   |

## Course Objectives

**Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | analyze time-based media projects for technical and aesthetic value.   |
| 2 | utilize basic pre-production procedures including concepting, scripting, storyboarding, animatic making, style frame pre-visualization, and time management logistics. |
| 3 | acquire, capture, organize and manipulate audio/video media.   |
| 4 | distinguish various formats (video codecs as well as lossy versus lossless compression) used in importing and exporting digital audio/video media.                     |
| 5 | implement industry-trending animation techniques, transitions, compositing and visual effects to graphics, video and text assets.                                      |
| 6 | import and sync audio tracks to time-based media projects.   |
| 7 | differentiate terminology as it relates to digital media pre-production, production and post-production.   |
| 8 | create original time-based media for digital output formats, for online and gallery installation screenings.   |

## Course Content

### Lecture/Course Content

#### (5%) 1. History of Motion Graphics

- Early techniques
- Aesthetic and conceptual foundations

#### (5%) 2. Concepts, and Technical and Aesthetic Effects

- Current trends in motion graphics design
- Themed designs, styles, typographic treatments
- Brand identity through visual identity

#### (20%) 3. Design for Motion

- Concept development
- Visual storytelling
- Tools, technology, and techniques
- Storyboards
- Preliminary soundtrack

**(10%) 5. Creating, Formatting and Importing Assets**

- Digital Images
- Vector-Based Content
- Video
- Audio

**(50%) 6. Composing Motion Graphics**

- Foreground and Background Elements
- Layer Styles and Effects
- Compositing Techniques
- Track Mattes and Masks
- Keying
- Rotoscoping
- Animating with Keyframes
- Animating with Expressions
- Easing and understanding the Graph Editor
- Motion Tracking
- Transitions: cuts, dissolves, fades, wipes, montages
- Syncing audio to visual
- Camera and lighting effects
- Timing and movement using bezier curves
- Kinetic Typography

**(10%) 6. Rendering and Output**

- Common file formats, codecs and extensions for video compression.
- Format conversion for various delivery standards.

**Laboratory or Activity Content**

(40%) 1. Motion graphics project development including creation of storyboards, compositional relationships, key events, compositing, rendering and output.

(20%) 2. Creating assets for motion graphics design and production, including image editing and compositing and digital illustration.

(30%) 2. Hands-on tutorials, one-on-one instruction, and independent work pertaining to motion graphics design and production.

(10%) 3. Project critiques based on a standard rubric.

**Methods of Evaluation**

**Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):**

Written expression  
 Problem solving exercises  
 Skills demonstrations

**Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):**

Graphic/architectural designs  
 Individual projects  
 Laboratory activities  
 Oral analysis/critiques  
 Portfolios  
 Skills demonstrations  
 Classroom Discussion  
 Projects  
 Participation  
 Reports/Papers/Journals

**Instructional Methodology**

**Specify the methods of instruction that may be employed in this course**

Audio-visual presentations  
 Case studies  
 Class activities  
 Class discussions  
 Collaborative group work  
 Computer-aided presentations

Demonstrations  
 Distance Education  
 Group discussions  
 Instructor-guided interpretation and analysis  
 Instructor-guided use of technology  
 Internet research  
 Laboratory activities  
 Lecture

**Describe specific examples of the methods the instructor will use:**

- Computer-aided presentation and lecture about the purpose and use of vectors and bitmaps in motion graphics.
- Case studies and class discussions about historical and contemporary examples of motion graphics.
- Demonstration of various motion graphics, video editing, and animation techniques.
- In-class labs observing and assisting students with various image editing and motion graphics techniques.

## Representative Course Assignments

### Writing Assignments

- Compose a written critique of peers' projects.
- Read a short story or a poem, analyze its meaning and message, and explain in writing how the student's motion graphics will capture the essence of these narratives.

### Critical Thinking Assignments

- Analyze own and classmates' work in the context of societal and cultural concerns.
- Compare and contrast student's motion graphics with the artistic influence of a professional motion graphics artist.

### Reading Assignments

- Read Chapter 3: Concept Development from Austin Shaw (2015), *Design for Motion: Fundamentals and Techniques of Motion Design* in preparation for class discussions about the role of mind maps and mood boards in concept development.
- Read selected interviews with motion graphic designers, such as Ana Gómez Bernaus (2018) "Type and Title Sequences: An Interview with Karin Fong" in preparation for class discussions about the future of motion graphics.

### Skills Demonstrations

- Preview and import footage items in an accurate file size and resolution.
- Create a Text Layer and animate type tracking and opacity.

## Outside Assignments

### Representative Outside Assignments

- Produce drawings from life and observation for use in motion graphics projects.
- Watch and analyze TV and movie titles in preparation for the kinetic type project.
- Explore an environment with a video camera; edit and prepare for use in motion graphics project.

## Articulation

### Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU Northridge	ART 202	Introduction to Video/Digital Art	3
CSU East Bay	ART 245	Motion Graphics I	3

### Comparable Courses within the VCCCD

ART V81 - Introduction to Motion Graphic

### Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Santa Monica College	ET 58/GR DES 71	Motion Graphics	3
Pasadena City College	DMA 070	Motion Graphics	3

Allan Hancock College	MMAC/FILM 126	Introduction to Motion Graphics	3
Palomar College	GCMW 204	Motion Graphics for Multimedia-A	3

## District General Education

### A. Natural Sciences

### B. Social and Behavioral Sciences

### C. Humanities

### D. Language and Rationality

### E. Health and Physical Education/Kinesiology

### F. Ethnic Studies/Gender Studies

#### Course is CSU transferable

Yes

#### CSU Baccalaureate List effective term:

F1999

## CSU GE-Breadth

### Area A: English Language Communication and Critical Thinking

### Area B: Scientific Inquiry and Quantitative Reasoning

### Area C: Arts and Humanities

### Area D: Social Sciences

### Area E: Lifelong Learning and Self-Development

### Area F: Ethnic Studies

## CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

### IGETC

### Area 1: English Communication

### Area 2A: Mathematical Concepts & Quantitative Reasoning

### Area 3: Arts and Humanities

### Area 4: Social and Behavioral Sciences

### Area 5: Physical and Biological Sciences

### Area 6: Languages Other than English (LOTE)

## Textbooks and Lab Manuals

### Resource Type

Textbook

**Description**

Krasner, Jon. *Motion Graphic Design: Applied History and Aesthetics*. 3rd ed., Routledge, 2013.

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**Resource Type**

Textbook

**Description**

Braha, Yael, and Bill Byrne. *Creative Motion Graphic Titling for Film, Video, and the Web: Dynamic Motion Graphic Title Design*. Routledge, 2013.

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**Resource Type**

Textbook

**Description**

Fridsma, Lisa and Brie Gyncild. *Adobe After Effects Classroom in a Book*. Adobe Press, 2021.

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**Resource Type**

Textbook

**Classic Textbook**

No

**Description**

Shaw, Austin. *Design for Motion: Fundamentals and Techniques of Motion Design*. 2nd ed., Routledge, 2019.

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**Resource Type**

Other Resource Type

**Description**

Skillshare (<https://www.skillshare.com/>)  
Coursera (<https://www.coursera.org/>)  
Codecademy (<https://www.codecademy.com/>)  
and other training & tutorial video resources

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**Library Resources**

**Assignments requiring library resources**

Research in graphic design and motion graphics using the Library's print and online resources.

**Sufficient Library Resources exist**

Yes

**Example of Assignments Requiring Library Resources**

Research and write a paper about the historical context and the core concepts behind multimedia analyzing the contributions and visions of scientists like Vannevar Bush, Douglas Englebart, and Norbert Wiener, and artists like John Cage, Nam June Paik, and William Gibson.

**Distance Education Addendum**

**Definitions**

**Distance Education Modalities**

Hybrid (1%–50% online)  
Hybrid (51%–99% online)  
100% online



## Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

## Regular Effective/Substantive Contact

### Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

### Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

### 100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

## Examinations

### Hybrid (1%–50% online) Modality

Online

### Hybrid (51%–99% online) Modality

Online

### Primary Minimum Qualification

MULTIMEDIA

### Additional Minimum Qualifications

#### Minimum Qualifications

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Graphic Arts

## Review and Approval Dates

### Department Chair

05/05/2021

### Dean

05/05/2021

### Technical Review

10/07/2021

### Curriculum Committee

10/19/2021

### DTRW-I

MM/DD/YYYY

### Curriculum Committee

MM/DD/YYYY

### Board

MM/DD/YYYY

### CCCCO

MM/DD/YYYY

### Control Number

CCC000433363

### DOE/accreditation approval date

MM/DD/YYYY