

Motion Graphics

Diego Fernández

Course Code: 105724
Credits: 6 ECTS
Year: 4
Semester: First Semester
Type: Optional
Subject: Design Processes
Date: 6/2/2024 12:36

This Course is taught in: Catalan
Tutorials may be carried out in: Catalan, Spanish, English

Course Guide Index

Course Description.....	3
Recommendations.....	4
Contents.....	5
Methodology.....	6
Assessment.....	7
Bibliography and Resources.....	9
Competencies and Learning Outcomes.....	10

Course Description

Brief description

Motion Graphics are an interdisciplinary field of design that aims to conceive, plan and create visual communication messages in a specific timeframe, endowed with a narrative structure used to empower and enrich human communication.

These messages are made up of visual, temporal and sound elements that are articulated through cinematographic language and are applied in multiple fields of communication: the arts, cinema, television, as well as corporate, educational and interactive contexts.

The course will guide students through the most important aspects of Motion Graphics (nature, language, methodology, tools, techniques, production and application), which they will learn about as they develop a project from scratch.

Course objectives

1. Acquire basic knowledge about Motion Graphics.
2. Apply specific strategies and methodologies in the development of Motion Graphics projects.
3. Learn the fundamental techniques used in Motion Graphics design.
4. Plan a project from scratch, taking into account all the factors necessary to successfully carry out and produce a coherent piece of work, utilising all the creative, technical and methodological resources available.
5. Gain basic skills in the use of Adobe After Effects.

Recommendations

It is recommended that students taking this course have some basic skills in graphic design: layout, composition, colour, typography, design history, etc.

Although useful, no prior knowledge of After Effects is necessary.
Basic knowledge of Adobe Illustrator and Adobe Photoshop..

Contents

The course programme aims to develop skills in motion graphics by completing a project proposed by the student himself/herself.

The project can consist of any application that uses Motion Graphics as its main tool: music video, series/film credit titles, corporate presentation, product video, brand audiovisual identity, channel audiovisual identity, videos for social media, tutorials etc.

Teaching methodology

The classes offered as part of this course combine theoretical content with practical development of the project and monitoring of students' work.

Theoretical content

Lessons on the fundamental aspects of Motion Graphics:

- Fundamentals and language
- Project phases: objectives, target, definition, storyboarding, media, editing, production and post-production
- Methodologies and strategies
- Resources

Practical development

Viewing and critiquing real projects

Project development (partial deliveries + final delivery)

After Effects

Personalised student monitoring and feedback

Resolution of doubts and correction of students' work by the professor.

Activities

Class attendance and punctuality: 10%

Student participation (based on the degree of to which the student makes contributions in the classroom, or offers comments and criticism): 20%

Partial deliveries (mandatory): 30%

Final project (mandatory): 50%.

Assessment system

The aim of the continuous assessment approach is for students to be able to track their academic performance throughout the course, in order to allow them to improve it.

From the second enrolment onwards (i.e. if you have enrolled in the course before), the assessment of the subject may consist, at the discretion of the professor(s), of a final exam, which will allow the professor(s) to evaluate if the learning outcomes listed in the course guide have been achieved. In this case, the grade achieved in the exam will also be the overall grade awarded for the course.

Students will be assessed continuously throughout the course based on:

- Attendance
- Participation
- Partial deliveries
- Final project delivery

General Assessment Regulations

// In order to pass a course, students must obtain a minimum grade of 5.0.

// Once a student has passed a course, he or she cannot be subject to a new assessment or be re-graded on that course.

// Any student who has not submitted all assignments required to be handed in or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

// In the event that a student commits any irregularity that could lead to a significant variation in an exam or assignment grade, this exam or assignment will be graded 0, regardless of any disciplinary proceedings that may be initiated. In the event of various such irregularities for exams or assignments pertaining to the same course, the final grade for this course will be 0.

To pass the subject, students must:

- Attend at least 80% of classes if absences are unjustified. In case of justified absences, students must inform the teacher of the reason and duration for their absence in order to adapt the pace of deliveries and assessments.
- Make all partial deliveries in the specified timeframe.
- Have each partial delivery approved, so that they can move on to the next one.
- Deliver the final project.

Any irregularity such as plagiarism, copying existing content or use of commercial After Effects templates will result in a final grade of 0.

Appeal process

Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

Students may also request a re-assessment of their partial deliveries at any time. The grade review of the final delivery will also be carried out during the re-assessment process.

Re-assessment process

General Regulations

It is not possible to appeal a grade in the case of internships external to EINA, final degree projects, and assignments/activities that, due to their eminently practical nature, do not allow it.

To participate in the grade review, students must have previously completed and been evaluated on other assignments with a minimum total weight equivalent to two thirds of the total grade for the course or module.

Students undergoing this process must have met all the requirements for attendance, participation and project deliveries. Following the assessment, the process followed and the re-assessment dates will be communicated to the classroom.

Assessment Criteria

In regards to student participation:

Proactive attitude, participation in project critiques, examples and contributions provided in the classroom and resources used.

In regards to the projects:

- Application of the concepts explained in class (technical, methodological, project-related).
- Improvement of the project through self-criticism and feedback from the teacher.
- Value of the project proposal.
- Formalisation of the project proposal.
- Consistency between the proposal and finalised project

Bibliography and Resources

Bellantoni, J., & Woolman, M. (1999). *Type in motion. Innovations in digital graphics*. Thames & Hudson.

Betancourt, M. (2013). *The History of Motion Graphics. From Avant- Garde to Industry in the United States*. Wildside Press.

Brarda, M. E. (2016). *Motion Graphics Design. La direcció creativa en branding TV*. Editorial Gustavo Gili.

Brian Stone, R., & Wahlin, L. (2018). *The Theory and practice of Motion Design: Critical Perspectives and Professional Practice* (R. Brian Stone & L. Wahlin, Eds.). Routledge.

Drate, S., Robbins, D., & Salavetz, J. (2006). *Motion* Laurence King Publishing.

Krasner, J. S. (2004). *Motion graphic design and fine art animation: principles and practice* (Focal Press, Ed.; 1st ed.).

Schlittler, J. P. (2015). *Motion Graphics and Animation*. *Animation Studies Online Journal* ISSN 1930-1928,10.

Shauquiang, W. (2019). *Typography for Screen. Type in motion* (Sandu Publishing). Hoaki Books.

Woolman, M., & Bellantoni, J. (2000). *Tipos en Movimiento. Diseñando en el tiempo y el espacio* (RotoVision). Index Books

Competencies and Learning Outcomes

Specific Competences Competency

CE9 Demonstrate knowledge and familiarity with the use of audiovisual media, the digital environment and its creation and production tools.

CE17 Present and justify, orally and in writing, the results and work processes of the design objects created.

Learning Outcomes

CE9.1 Develop projects specifically aimed to be displayed/viewed on a screen. **CE9.2** Use the graphic and typographic resources and apply the specific criteria of audiovisual and digital media. **CE10** Structure and graphically arrange verbal information. Learning outcomes

CE 10.1 Master basic infographic resources to present the sector and the scope of action of the project.

Transversal Competencies

CT6 Ability to work in a team and communicate effectively with the different roles and across the different disciplines involved in the development of a design project.

CT7 Ability to coordinate, direct and lead work groups to create a design project, or a project where design plays a significant role.

CT9 Problem-solving and decision-making capacity.

CT10 Concern for quality, both in the concepts created and arguments presented, as well as in the formal solution and in the details of the finalised design project.

CT12 Ability to integrate and synthesise knowledge acquired in different contexts and situations, with flexibility and creativity.