

Course title:	MOTION GRAPHICS & ANIMATION TECHNIQUES I	
Course code:	AAVC201	
Type of course:	Required	
Level of course:	Bachelor	
Year of study:	2 nd BA Audio Visual	
Semester when the course is delivered:	3 rd BA Audio Visual	
Prerequisites:	None	
Number of ECTS credits allocated :	5	
Hours:	3	
Name of lecturer(s):	Mr Christos Andreou	E-mail: art.ac@frederick.ac.cy
Learning outcomes of the course:	Upon completion of the course, students should be able:	
	1. to comprehend the fundamental principles of motion graphics, compositing and visual effects and understand their practical and aesthetic values.	
	2. to have excellent understanding of the menu and tools in Adobe After Effects, and be able to use the program with a high level of efficiency.	
	3. to import and organize files, understand compositions, video standards and presets, how layers work when creating a video or animation and competently incorporate text, graphics, and video effects to them.	
	4. to efficiently create simple and complex animated motion graphic video pieces and apply video effects.	
Course content:	<p>Introduction to motion graphics, compositing, 2D animation and video effects How to use appropriate media and resources, gain technical awareness and develop a combination of skills acquired to create engaging visual imagery to support your ideas</p> <p>Animation Basics Guided workshops on learning how to animate graphics. Exploring the Transform Properties and introduction to Keyframing. Working with masks and animating masks. Create and animate text and how to using presets.</p> <p>Basic Compositing Importing files and graphics and working with layers. Merging multiple images from different sources such as still images, video images, vector graphics and hand drawn imagery, combined together to create the illusion of a unified environment.</p>	
Recommended and/or required reading:	<p>- Foster, J. (2006) <i>After Effects and Photoshop: Animation and Production Effects for DV and Film</i>. USA. Sybex.</p> <p>- Krasner, J. (2008) <i>Motion Graphic Design: Applied History and Aesthetics</i>. USA. Focal Press.</p>	
Essential Reading:	- Adobe Creative, (2018), <i>Adobe After Effects CC Classroom in a Book</i> . USA. Adobe Press	
References:	<p>Adobe Online Help tv.adobe.com www.creativecow.com www.videocopilot.net www.watchthetitles.com</p>	
Planned learning activities and teaching methods:	<p>Lectures, demonstrations and screenings together with detailed critical and technical analysis at each stage of the creative process engaging the students in the practice and disciplines of motion graphics and 2d animation.</p> <p>Screenings are used in order of analysing found material and understanding how they were created and produced as part of the learning process. These processes aim at helping students develop technical skills and personal aesthetics.</p> <p>Students are required to support their final project with individual research, storyboarding</p>	

	and experimentation.
Assessment techniques and Assessments criteria:	<ul style="list-style-type: none"> • Mini Projects - 30% • Final Project - 40% • Final Assessment - 30% <p>Assessment Criteria for each one of the projects are:</p> <p>Knowledge and Understanding - 25%</p> <p>Research and Analytical Skills - 25%</p> <p>Production competency and solution - 40%</p> <p>Presentation and Communication - 10%</p>
Language of instruction:	English
Work placement(s):	None