CVC205 - MOTION GRAPHICS & ANIMATION TECHNIQUES I

Course Title	**MOTION GRAPHICS & ANIMATION TECHNIQUES I**
Course Code	**CVC 205**
Course Type	Required
Level	Bachelor
Year / Semester	2nd Year / 3rd Semester
Teacher's Name	Christos Andreou
ECTS	5	Lectures / week		Laboratories / week	2
Course Purpose	The course aims to: • synthesize artistic and technological knowledge by introducing students to the creative world of motion graphics, compositing, 2D animation and video effects • enable students to competently use appropriate media and resources, gain technical awareness and develop a combination of skills acquired to create engaging visual imagery to support their ideas. • familiarize students with the processes of creating effective titles and sequences for broadcast graphics, film titles, documentaries etc. • introduce students to the practical experience of blending art and technology by creatively using typography and object animations, compositing videos and images, and adding audio and video effects to create dynamic visuals for the screen.

Learning Outcomes	Upon successful completion of the course students should be able to:
	• To comprehend the fundamental principles of motion graphics, compositing and visual effects and understand their practical and aesthetic values.
	• To efficiently employ various methods and techniques used to develop an animated sequence
	• To acquire the technical skills in order to incorporate text, graphics, and video effects to produce an animated sequence.

Prerequisites	CVC109, CVC111	Corequisites	

Course Content	**History of Motion Graphics**
	A brief look at the history of moving graphics with samples of works by various pioneers and professionals in the field from Marcel Duchamp's experimentations to the recent years in the field aimed at introducing and acquainting students with the medium
	Introduction to motion graphics, compositing, 2D animation and video effects techniques
	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. Sketch book as a tool used for concept finding to develop ideas and produce visual imagery for motion graphics & animation sequences
	Animation Basics
	Guided workshops on learning how to animate graphics and imagery.
	Basic Compositing
	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.
Teaching Methodology	**Visual Presentations** Lectures, demonstrations and screenings on the art of moving image 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. **Computer lab, workshop-based sessions & integrated Project Work** Screenings are used in order to analyse found material and develop understanding on how they were created and produced as part of the learning process. Several workshops are linked with the requirements of projects through group sessions and individual guidance. Students are required to support their final project with individual research, storyboarding and experimentation. **Evaluation & Skills** Development and production of given project week by week as a method of practicing techniques and gaining skills. Group critiques provide opportunities for students to share specific opinions, information and skills as well as discussing and evaluating the outcomes of project work and assignments.

Bibliography	**A. Book References**
	1. Michael Betancourt (2013), *The History of Motion Graphics,* Wild Side Press
	2. Krasner, J. (2013) *Motion Graphic Design: Applied History and Aesthetics*, Routledge; 3rd edition.
	3. Adobe Creative (2017), *Adobe After Effects CC Classroom in a Book*. 2018. Adobe
	4. SendPoints Publishing Co. (30 Nov 2015), Motion Graphics (Animations & Logos)
	B. Magazines
	Visual contemporary references on magazines like:
	Etapes, Creative Review, IdN, +design, Computer arts.
	C. Online material
	1. www.watchthetitles.com
	2. tv.adobe.com
	3. www.creativecow.com
	4. www.videocopilot.net
	5. www.artofthetitle.com
	6. www.theinspirationroom.com
	7. www.creativereview.co.uk/
Assessment	Overall, the course is evaluated as follows:
	- **Final Assessment 34%**
	- Design Intelligence 40%,
	- Research and Methodology 20%,

	- Experimentation and Analysis 20%,
	
	- Time management and Presentation 20%
	
	- **Course work 66%**
	  Interim Critique 33%
	  Final Critique 33%
	
	The Final project consists of a final animated / motion graphics piece based on a specific subject. Students are entitled to use video footage, compositing of graphics and type, sound effects etc. The assessment will be based on student's ability to link the theoretical aspects of animation and motion graphics / compositing with the practical execution and the production of the mini projects and the final project. Specific requirements for each project and the assessment criteria are written down on project briefs that are handed out to students. In both cases, completed video pieces are regarded as a final animated and composed works with appropriate sound and effects. The active participation and attendance to classes is mandatory due to the nature of the course.
	The Final Assessment is individual and it's carried out at the end of the semester as a final presentation of all projects before a panel of the programs' tutors.
	
	The final grade of the course will take into account the assessment techniques mentioned above and the evolution of the student throughout the semester.
	
	Assessment Criteria for each one of the projects are:
	   • Knowledge and Understanding - 20%
	   • Class Participation -10%
	   • Research and Analytical Skills - 20%
	   • Design Intelligence, production competency and solution - 40%
	   • Presentation and Communication -10%

Language	English