CVC206 - MOTION GRAPHICS & ANIMATION TECHNIQUES II

Course Title	**MOTION GRAPHICS & ANIMATION TECHNIQUES II**				
Course Code	**CVC 206**				
Course Type	Required				
Level	Bachelor				
Year / Semester	2nd Year / 4th Semester				
Teacher's Name	Christos Andreou				
ECTS	5	Lectures / week		Laboratories / week	3
Course Purpose	The course aims to: • Enable students to develop their skills in an advance level in the area of compositing moving imagery and material. • To introduce students to new techniques and the possibility of combining them to greatly enhance their working knowledge of producing complex motion graphics and animations • To engage the students in the process of creating visually stunning special FXS by using professional postproduction techniques and software. • To provide students with the opportunity to develop confidence and skills to produce smooth animation and sophisticated visual effects for film and video.				
Learning Outcomes	Upon completion of this course, the students will be able to: • competently apply the concepts of digital compositing to work effectively with 2D animation and live action imagery.				

	• demonstrate skills in animating, altering and compositing media in 2D and 3D space with the use of computer software • compose motion effects, visual graphics and sound for video • utilize post-production techniques and special effects to enhance the development of original ideas into full visual projects. • gain practical experiences in the production of creative short animated video projects from inception to finish through storyboarding, execution, post-production techniques and final rendering.

Prerequisites	CVC205	Corequisites	

Course Content	**Story-boarding for Motion Graphics** A series of lectures and workshops on how to the produce, compose, and develop ideas, visual imagery and animation concepts using the sketchbook. Story-boarding through the use of storylines, image timelines, sound timelines in order to resolve various design and production challenges from inception to the finished motion sequence. **Advanced features in computer animation** Differences and advantages of producing computer generated graphics for screen and engagement of such technologies in order to produce and render visually complex imagery **Generating professional special effects** The computer as means of creating professional special effects for use in motion sequences and moving image **Working in 2D & 3D Space** In depth analysis of the differences and advantages of both 2D animation and animating in 3D space and the use of such techniques in post-production. **Sound in motion sequences** The use of sound as means of enhancing and enriching visual imagery and how to create, layer and render complex sound tracks with visual imagery

	Rendering, exporting & finalising Compositions
	Understanding the differences, advantages and limitations of various video formats and engaging the appropriate computer-based techniques and methods in order to finalize motion graphics and animation sequences for the relevant mediums.
Teaching Methodology	**Computer lab and workshop-based sessions** Studio based workshops ensure the relevant and successful progression of practical studies. The course also enables access to facilities with technical support **Visual Presentations** Sessions include illustrated demonstrations to instigate discussions and analyse methods and techniques within the design process in order to provide creative solutions to design projects. **Integrated Project Work** The workshops are linked with the requirements of projects through group sessions and individual guidance. Using project briefs, emphasis is given to the active involvement of the student in the learning process, and a wider understanding of how assessment relates to the learning requirements is established. **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. This aids students' self-development in critical discourse and encourages debate and development of critical judgment as well as teamwork and self-directed study. To confirm skills acquired a synopsis of all process stages are given in the form of group reviews and critics.

| 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. Routledge; 5 edition (29 July 2010), Creating Motion Graphics with After Effects: Essential and Advanced Techniques

4. Adobe Creative (2017), *Adobe After Effects CC Classroom in a Book*. 2018. Adobe

5. Routledge; 1 edition (24 Aug. 2018), The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice

6. Spencer Drate, David Robbins, Judith Salavetz, Forward by Kyle Cooper: (November 1, 2006) Motion By Design,

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:

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 focuses on the production of an Opening Title Sequence for a Film or Documentary. The assessment on the Final project will be based on the student's ability to link the theoretical aspects of animation and motion graphics compositing with the practical execution and the creation of the final piece. Specific requirements for each project and the assessments 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, attendance and interaction both with tutor and the rest of the group is highly encouraged and taken into consideration. Process, experimentation, sketchbook and studio/lab-based work should be evident and is considered a very important part of the creative process and subsequently of the overall final presentation.

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 program 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