Course unit title:	**MOVING IMAGE**				
Course unit code:	AGDS336				
Type of course unit:	Compulsory				
Level of course unit:	Bachelor				
Year / Semester of study:	3rd / Spring				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Labs p/w:	0
Name of lecturer(s):	Artemis Eleftheriadou / Savvas Xinaris				
Learning outcomes of the course unit:	- To investigate a proposed problem in terms of its requirements, purpose and need. - To prepare coherent visual presentations of concepts and ideas that can be translated in a motion graphics video production with sound - Produce work in motion and sound, which suitably demonstrates an ability to use appropriate technology/media. - To engage into situations where a designer can act as a mediator to communicate messages both commercially or socially - To employ techniques for coordinating the various components of a motion graphics production with sound				
Prerequisites:			Co-requisites:	None	
Recommended optional program components:	None				
Course contents:	Moving Image is a high-level course for graphic design and visual communication students who have a strong knowledge in typography, image composition and layout design. The primary emphasis of the course is the successful creation of imagery, sound, video, and animation for use in motion graphic projects. Students are asked to resolve problems that deal with visual organisation, communication, creative brainstorming skills, storyboarding and experimentation with techniques and a variety of media. The importance of research, critical analysis, and concept development will be emphasised. Through visual narrative and with the use of linear or/and nonlinear storytelling students are asked to resolve two projects of varying length. Each project requires different types of problem solving strategies. The distinct requirements for each of the projects are aiming to help students develop a good understanding on the use of time in a moving image production. In addition, this course explores the importance of other underlying factors for achieving a quality result such as sound and sound effects. Projects' topics occasionally can derive out of collaboration with the industry and other institutions outside the University.				

Recommended and/or required reading:	**Creating Motion Graphics with After Effects**, Chris Meyer and Trish Meyer, 2000, Focal Press. **Motion Graphics - 100 Design Projects You Can't Miss**, Wang Shaoqiang, 2017, Promopress **Design for Motion: Fundamentals and Techniques of Motion Design**, Austin Shaw, 2015, CRC Press **How to Be a Graphic Designer, Without Losing Your Soul**, Adrian Shaughnessy, 2005 Laurence King Publishing. **Elemental Magic: v. 1 : The Art of Special Effects Animation**, Joseph-Gilland, 2011Focal Press **Making and Breaking the Grid: A Graphic Design Layout Workshop**, Timothy Samara, 2005, Rockport **Thinking with Type: A Critical Guide for Designers**. Ellen Lupton. Cronicle Books, 2014. **The Art of Looking Sideways,** Alan Fletcher, 2001, Phaidon Press **Interaction of Color,** Josef Albers, 1963, Yale University Press
Textbooks:	None.
References:	Visual contemporary references on magazines like: Idn, eye, Alix, Wired, Design Diffusion, Printmag, Creative Review, +design
Planned learning activities and teaching methods:	Illustrated lectures, practical workshops, exercise, and group critiques. Student centered practical work, personal research, realization and manipulation in project work. Rendering workshops and studio based facilities. Visual research and reading/viewing list. Library guide and slide/video screenings. Also presentations, briefing and related written material are available on e-learning engine.
Assessment methods and criteria:	Design perception, Skill, Intelligence 40% Research and Methodology 20% Experimentation and Analysis 20% Time management and Presentation 20%
Language of instruction:	English
Work placement(s):	No