

Course unit title:	Graphic Design and 2D Animation		
Course unit code:	AMDM250		
Type of course unit:	Required		
Level of course unit:	Bachelor		
Year of study:	2		
Semester when the unit is delivered:	3 (Fall)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Identify various contemporary editing compositing and animating software Perform basic importing (imagery, video footage sound) 2. Employ storyboarding in the visual practice. Employ various methods of storyboarding in multimedia projects. 3. Apply render and export animations. Recognize various video formats and their usage. 4. Employ various animating techniques, in order to manipulate image video & sound properties. 5. Employ visual imagery, type & sound as means of communication. Integrate rules and applications of: letter - word - line - column - layout - scale - color - style - size- motion sound. 6. Implement research and analysis in the Motion Graphics practice in order to encode and decode various concepts/issues and to present visual solutions 7. Develop & Convert Information, research, rough ideas, sketches compositional experiments imagery and typography to final story boards and then to final work in order to communicate. 8. Assess project work development through comments and discussions on a group presentation. 		
Mode of delivery:	Face - to - face		
Prerequisites:	None	Co-requisites:	None
Recommended optional program components:			
Course contents:	<ul style="list-style-type: none"> • Graphic Communication through moving media: Students will study the individual aspects of 2d animation and its process through the digital video software. Students will be confronted with a number of issues - technical and aesthetic - and will include an understanding IT technologies, image exploration/manipulation, video formats, cameras, editing, sound recording and direction. • Introduction to moving image basics: The course will culminate in the collective production of an animation sequence. With the collective viewing of commercially produced animation films and videos, research for this course will be, in part, a group exercise. 		
Recommended and/or required reading:	<p>Motion Graphics (How Did They Do That?), David Greene, Rockport, 2003</p> <p>Motion by Design, Spencer Drate and David Robbins, Laurence King, 2007</p>		
Textbooks:	None		
References:	Visual contemporary references on magazines like: Etapes, Creative Review, IdN, +design.		

Planned learning activities and teaching methods:	Illustrated lectures, practical workshops, exercises, and group critiques. Student centered practical work, personal research, realization and manipulation in project work. Slide presentation and discussions.								
Assessment methods and criteria:	<table> <tr> <td>Design Intelligence</td> <td>40%</td> </tr> <tr> <td>Research and Methodology</td> <td>20%</td> </tr> <tr> <td>Experimentation and Analysis</td> <td>20%</td> </tr> <tr> <td>Final Exam-Time management and Presentation</td> <td>20%</td> </tr> </table>	Design Intelligence	40%	Research and Methodology	20%	Experimentation and Analysis	20%	Final Exam-Time management and Presentation	20%
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Language of instruction:	English								
Work placement(s):	No								