



COURSE IMPLEMENTATION DATE: September 2007
 COURSE REVISED IMPLEMENTATION DATE: September 2013
 COURSE TO BE REVIEWED: March 2018
(six years after UPAC approval) *(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
 Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

GD 203	College of Arts – Visual Arts	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UFV CREDITS
Dynamic Media I: Motion Graphics		
COURSE DESCRIPTIVE TITLE		

CALENDAR DESCRIPTION:

In this course, students are introduced to the production of motion graphics. Students learn to design and to critique graphic time changes for the web and video. Design is studied in relation to techniques for editing and composing time lapses, sound, typography, and media integration.

PREREQUISITES: GD 157
 COREQUISITES:
 PRE or COREQUISITES:

SYNONYMOUS COURSE(S):

- (a) Replaces: _____
- (b) Cross-listed with: _____
- (c) Cannot take: _____ for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:

Lectures:	<u>18</u>	Hrs
Seminar:	<u>7</u>	Hrs
Laboratory:	<u>35</u>	Hrs
Field experience:	_____	Hrs
Student directed learning:	_____	Hrs
Other (specify):	_____	Hrs

TRAINING DAY-BASED INSTRUCTION:

Length of course: _____
 Hours per day: _____

OTHER:

Maximum enrolment: 24
 Expected frequency of course offerings: annually
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only) Yes No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department) Yes No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE: Yes No

Course designer(s): <u>J. Nolte & A. Babiarz</u>	Date approved: <u>February 3, 2012</u>
Department Head: <u>Tetsuomi Anzai</u>	Date of meeting: <u>February 17, 2012</u>
Supporting area consultation	Date approved: <u>February 17, 2012</u>
Curriculum Committee chair: <u>Tetsuomi Anzai</u>	Date approved: <u>February 17, 2012</u>
Dean/Associate VP: <u>Jacqueline Nolte</u>	Date of meeting: <u>March 2, 2012</u>
Undergraduate Education Committee (UEC) approval	

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- articulate a language of kinetic action through study of techniques representing time lapse, juxtaposition, velocity, and illusion
- recognize the benefits of time-based software and identify respective interfaces
- utilize scenes and create and edit masked and guided layers
- execute simple timeline-based animation
- edit animation with action script
- modify animation actions with present controls
- select desired quality settings for publishing
- add sound to a movie
- create and edit a button
- move graphics along a path
- create, format, and edit text
- create and modify movie clip symbols
- produce individual assignments integrating time-based media

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lab instruction, tutorials, examination of source files, projects and independent work, audio visual materials, guest speaker.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Examination(s) Portfolio assessment Interview(s) Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: *[Textbook selection varies by instructor. Examples for this course might be:]*

Krasner, Jon. *Motion Graphic Design and Fine Art Animation: Principles and Practice*, Elsevier Science & Technology Books, 2004.
Greene, David. *How Did They Do That? Motion Graphics*. Rockport Publishers, 2003.
Meyer, Trish & Meyer, Chris. *Creating Motion Graphics with After Effects, Essential and Advanced Techniques*. Elsevier Science & Technology Books, 2010.
Adobe Creative Team. *Adobe Flash Professional CS5 Classroom in a Book*. 2010.
Adobe Creative Team. *Adobe After Effects CS5 Classroom in a Book*. 2010.
Subscription to Lynda.com

SUPPLIES / MATERIALS:

Portable media storage
Adobe CS current edition
Macintosh computer

STUDENT EVALUATION: *[An example of student evaluation for this course might be:]*

Final project	20%
Short assignments	60%
Short tests	20%

COURSE CONTENT: *[Course content varies by instructor. An example of course content might be:]*

Introduction to the psychology and physical factors informing our perception of motion
Software: capabilities and limitations; terminology and navigation
Experimental animation and title design
Creating compositions and interactive design
Animation techniques: series of projects on an outlined chapter by chapter basis
Working with layers
Navigating in space
Displaying time
Spatial key frames and paths
Output and delivery
Reinforcement of software as a tool in the creative process
Group critiques of individual projects