



ORIGINAL COURSE IMPLEMENTATION DATE: January 2019  
 REVISED COURSE IMPLEMENTATION DATE:  
 COURSE TO BE REVIEWED (six years after UEC approval): September 2024  
 Course outline form version: 10/27/2017

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note: The University reserves the right to amend course outlines as needed without notice.**

<b>Course Code and Number:</b> GD 403	<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>														
<b>Course Full Title:</b> Dynamic Media III: Titling and Video <b>Course Short Title:</b> Titling and Video															
<b>Faculty:</b> Faculty of Humanities	<b>Department (or program if no department):</b> Graphic and Digital Design														
<b>Calendar Description:</b> Explore dynamic brand stories, the art of the title, and portfolio video reels using sequence-based graphic design. Projects focus on brand positioning, narratives, visual voice, and communication. Students develop skills in motion-based software, timing, storytelling, image-making, typography, and sound.															
<b>Prerequisites (or NONE):</b>	GD 303.														
<b>Corequisites (if applicable, or NONE):</b>	None														
<b>Pre/corequisites (if applicable, or NONE):</b>	None														
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	<b>Special Topics</b> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(Double-click on box to select it as checked.)</i> If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>(The specific topic will be recorded when offered.)</i>														
<b>Typical Structure of Instructional Hours</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Lecture/seminar hours</td><td style="text-align: center;">30</td></tr> <tr><td>Tutorials/workshops</td><td style="text-align: center;">20</td></tr> <tr><td>Supervised laboratory hours</td><td></td></tr> <tr><td>Experiential (field experience, practicum, internship, etc.)</td><td></td></tr> <tr><td>Supervised online activities</td><td style="text-align: center;">10</td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td style="text-align: right;"><b>Total hours</b></td><td style="text-align: center;"><b>60</b></td></tr> </table> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Lecture/seminar hours	30	Tutorials/workshops	20	Supervised laboratory hours		Experiential (field experience, practicum, internship, etc.)		Supervised online activities	10	Other contact hours:		<b>Total hours</b>	<b>60</b>	<b>Transfer Credit</b> Transfer credit already exists: <i>(See <a href="http://bctransferguide.ca">bctransferguide.ca</a>.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit revised outline for rearticulation: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>
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<b>Total hours</b>	<b>60</b>														
	<b>Grading System</b> <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit														
	<b>Expected Frequency of Course Offerings:</b> Annually <i>(Every semester, Fall only, annually, every other Fall, etc.)</i>														
<b>Department / Program Head or Director:</b> Karin Jager	<b>Date approved:</b> February 2018														
<b>Faculty Council approval</b>	<b>Date approved:</b> March 2018														
<b>Dean/Associate VP:</b> Jaqueline Nolte	<b>Date approved:</b> March 2018														
<b>Campus-Wide Consultation (CWC)</b>	<b>Date of posting:</b> June 2018														
<b>Undergraduate Education Committee (UEC) approval</b>	<b>Date of meeting:</b> September 28, 2018														

**Learning Outcomes:**

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

- produce a video animation of a logo
- develop a brand identity pitch video
- create visual voice in motion graphics
- position the values and vision of an organization using video
- construct a title sequence
- implement advanced skills in motion-based software and timing
- apply image-making, typographic, and sound best practices
- describe best practices for video sequence and variety shooting in video storytelling
- export video intros
- apply digital storytelling strategies in portfolio video reels
- evaluate the effectiveness of dynamic storytelling
- apply best practices using current industry standards and strategies

**Prior Learning Assessment and Recognition (PLAR)**

Yes       No, PLAR cannot be awarded for this course because

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

Lectures, demonstrations, tutorials, visual research, user research, digital presentations, problem-solving, experiential learning, and critiques.

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials** (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Subscription to Lynda.com	<input type="checkbox"/>		
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)

Adobe CC and computer with the capacity to handle motion graphics and dynamic media projects.

**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	100 %	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

**Details (if necessary):****Typical Course Content and Topics****Week 1**

Demo/Lecture: Advanced Shape Animation using vector tools in After Effects. Using Adobe Illustrator layers as shape layers in AE.

Exercise 1: Create an icon transition animation that loops for web distribution.

Project 1 Brief - Due Week 5. Create a "logo reveal" animation for a visual identity that conveys the brand personality and essence.

**Week 2**

Demo/Lecture: Advanced typographic animation using After Effects type animators.

Exercise 2: Create a kinetic-typography animation.

Review Project 1

**Week 3**

Demo/Lecture: Advanced 3d using cinema 3D in After Effects.

Exercise 3: Create and animate 3d type.

Review Project 1

**Week 4**

Demo/Lecture: Using multiple cameras to create dynamism. Demonstrate how camera transitions influence storytelling.

Exercise 4: Create a multi camera 3d animation.

Review Project 1

**Week 5**

Demo/Lecture: Rotoscoping video with After Effects.

Project 1 due

Project 2 Brief - Create a short form video (5 to 15 seconds) for a craft brewer's latest offering, to be use as an advertisement on Youtube. Keep in mind the brand story. You may utilize either animation, video or a combination of both. Due week 9

**Week 6**

Demo/Lecture: Advanced video compositing using matting and layer masking.

Exercise 5: Create a composite video from multiple video and graphic resources.

Review Project 2

**Week 7**

Demo/Lecture: Creating a stop motion animation using video. Explore video frame rate, and how video and graphics assets should be formatted to create a stop motion effect.

Review Project 2

**Week 8**

Lecture: Extending visual identity into motion. How successful brands manage their brand story in motion.

Review Project 2

**Week 9**

Lecture/Demo: Editing using Adobe Premier. Determining pace and understanding its importance in storytelling.

Project 2 due

Project 3 - Create a personal "demo reel" of your motion work. Understand your own brand and how it translates into motion.

Due week 13.

**Week 10**

Demo/Lecture: Advanced audio editing.

Exercise 6: Using music editing software to create a customized soundtrack. Understanding music and audio's place in our demo reel.

Review Project 3

**Week 11**

Demo/Lecture: Video for web and mobile. Explore conversion tools and video format types.

Exercise 7: Convert a video to a mobile format and prepare it for the web.

Review Project 3

**Week 12**

Review Project 3

**Week 13**

Project 3 due