MOTION GRAPHIC

1.0 LEARNING OUTCOME

Upon completion of this course, the student should be able to:
1. Apply the knowledge and concept of visual effects and motion graphics development. (C3)
2. Solve a visual effects and motion graphics problem with selected approach using appropriate application. (C3, P3, CTPS)
3. Select a suitable approach from relevance information to solve a visual effects and motion graphics application. (A3, LL)

2.0 SYNOPSIS

This course is designed to expose the students to the basic visual effect and motion graphics. This includes understanding and designing aspects by using a visual effect and motion graphics application. The students will be exposed to the skill of using a visual effect and motion graphics software such as After Effect.

3.0 PRE-REQUISITE

None

4.0 PRACTICAL

Labs and practical sessions are conducted in a way that leads students to use Photoshop and After Effect as tools to develop a motion graphic application.

5.0 SYLLABUS

WEEK	CONTENT
1	**LECTURE 1: Introduction to Graphics** ▪ Vector and Raster ▪ Colour coding **LAB 1:** • Introduction to Graphics: Basic Editing
2	**LECTURE 2: Fundamental of Graphics** ▪ Digital image for video game production ▪ Image and graphic design ▪ Typography ▪ Color theory **LAB 2:** • Introduction to Digital Imaging: Photo Compositing
3	**LECTURE 3: Digital Image Manipulation** ▪ Layering technique ▪ Masking ▪ Alpha channels ▪ Vector and raster image creation **LAB 3:** • Digital Imaging: Typography
4	**LECTURE 4: Introduction to Motion Graphics** ▪ What is the Motion Graphic & Visual Effect? ▪ Applications of Motion Graphic & Visual Effect. ▪ Composition of Video Graphics ▪ Characteristics ▪ Technological Constraint **LAB 4:** • Photography
5	**LECTURE 5: Principle of Motion Graphics** ▪ History of Motion Graphics ▪ Practical Principles of Motion Design ➢ Shape

WEEK	CONTENT
	➢ Colour & Texture ➢ Dynamic Design ➢ Abstract Dynamism ➢ Eyeflow Direction **LAB 5:** • Digital image effects
6	**LECTURE 6 : Motion Graphics Project Pipelines** ▪ Story structure ➢ Storyboarding ➢ Scripting ➢ Ideation ▪ Camera direction ➢ Shot composition ➢ Shot sequencing ▪ Production planning ▪ Work flow management **LAB 6:** • Pre-Production Design Documentations
7	**LECTURE 7 : Sound Design and Effect** ▪ Elements of sound effects ▪ Layering sound effects ▪ Editing and mixing sound effects ▪ Editing effect dialogue **LAB 7:** • Props Development and critic sessions
8	**LECTURE 8: Visual Storytelling** ▪ Visual storytelling ➢ Editing theory ➢ Motivated editing ➢ Tempo and pacing ➢ Effects Sequencing ➢ Hard and soft cuts ➢ Edit effects ➢ Split edit **LAB 8:** • Visual storytelling editing

WEEK	CONTENT

9	**LECTURE 9: 3D Motion Graphics**
	■ 3D animation
	   ➤ Motion graphics compositing
	   ➤ Titles
	
	LAB 9:
	• Motion graphics

10	**LECTURE 10: 3D Motion Graphics (cont.)**
	■ 3D animation
	   ➤ Branding and identities
	   ➤ Typographical
	   ➤ Graphic animation
	
	LAB 11:
	• Production

11	**LECTURE 11 : Visual Effects Production** ■ Production process ■ Production team **LAB 12:** • Project Post Production
12	**LECTURE 12: Visual Effects Post Production** ■ Portfolio ■ Show reel ■ Ethic in production ■ Intellectual property **LAB 13:** • Presentation
13	**LECTURE 13: Case Study: Motion Graphic in Games** **LAB 13:** • Creative report Writing

Assessment Method
Quiz (2) = 5%
Assignment (2) = 20% (Photoshop & Illustrator)
Project= 25% (After Effect/ Cinema 4D)
Lab Test (1) = 10% (Editing Tool)
Mid Term Exam = 10% (W1-W5)
Final (1) = 30% (W6-W14)
Total = 100%