GAVILAN ✈ COLLEGE

5055 Santa Teresa Blvd
Gilroy, CA 95023

Course Outline

COURSE: DM 117   DIVISION: 50   ALSO LISTED AS: CSIS 117

TERM EFFECTIVE: Fall 2018   **Inactive Course**

SHORT TITLE: VISUAL EFFECTS

LONG TITLE: Visual Effects-Motion Graphics

Units	Number of Weeks		Contact Hours/Week		Total Contact Hours
3	18	Lecture:	2	Lecture:	36
		Lab:	3	Lab:	54
		Other:	0	Other:	0
		Total:	5	Total:	90

COURSE DESCRIPTION:

Study of the design of motion graphics and special effects used in digital video and film, web, multimedia, and interactive games. Includes video/graphics compositing techniques, 2D animation, basic 3D animation, and special effects commonly generated in digital post- production. Software such as Adobe After Effects or Apple's Motion will be used. This course has the option of a letter grade or pass/no pass. This course is also listed as CSIS 117. ADVISORY: DM/ART/CSIS 113 or DM/ART/CSIS 140 or DM/ART/CSIS 77 or THEA 17A or basic knowledge of digital video/film editing.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES
        L - Standard Letter Grade
        P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:
        02 - Lecture and/or discussion
        03 - Lecture/Laboratory
        04 - Laboratory/Studio/Activity
        047 - Laboratory - LEH 0.7
        72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:
1. Students will analyze video and synthesize complementary design for motion graphics
ILO: 2, 5, 3
Measure: Project & written storyboard
2. Students will conceptually visualize a design incorporating good aesthetics and construct a linear storyboard for a commercial or PSA
ILO: 2, 5
Measure: Written/visual storyboard project
3. Students using cognitive reasoning will determine spatial attributes needed to set 2D objects in a 3D space and construct the motion image
ILO: 2
Measure: Animation project
4. Students will analyze a story/video and cognitively determine elements that will be good for designing metaphorical and aesthetic looking objects for animation.
ILO: 2, 1 , 5
Measure: Project design
5. Students will analyze motion in a 3D space and apply techniques needed to compose a digital animation
ILO: 2
Measure: Demonstration
6. Students will organize and edit sounds and apply them while constructing an aesthetic holistic animation scene.
ILO: 1, 2, 5
Measure: Project
7. Students will determine the elements needed for a major creative motion graphics project and formulate the steps needed to work through the process.
ILO: 2
Measure: Final project
8. Students will operate computers and software in such a way as to demonstrate their knowledge of motion graphics and visual effects concepts.
ILO: 3, 2
Measure: Demonstration
9. Students will discuss principles of design for motion graphics commonly used in commercial movie, game, broadcasting, or web sites.
ILO: 4, 5
Measure: Class discussion
10. Students will critically evaluate commonly viewed motion graphics and describe their analysis with other members of the class.
ILO: 5, 2, 4
Measure: Oral report

11. Students will analyze a 2D scene and insert a 3D animated
character situated in a life-like manner
ILO: 2, 5, 3
Measure: Project

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Inactive Course: 05/14/2018
5 Hours
Content: (Note: though not listed separately, labs are set up to apply
concepts learned during the lecture). Intro. to the class, facilities,
and course syllabus/content. Gavilan workstation capabilities and
equivalent student-owned systems. Introduction to the concept and
possibilities of motion graphics and special effects generation in the
digital domain. Examples.
Student Performance Objectives: Students will be able to explain
workstation requirements to adequately handle motion graphic
production. Students will be able to explain course requirements and
understand what supplies are needed for study in the class. Students
will be able to explain concepts and types of motion graphics. (Note:
For repeatability, students will be able to explain and demonstrate
command of new software features and techniques as the technology
evolves in this quickly changing field. For example, switching from
Adobe After Effects software to Apple's Motion as professional
requirements change. These new technological advancements cannot be
predicted at this time.)
Assignments: Obtain course text, go on-line to view course
syllabus/schedule. Explore the web for examples of motion graphics and
bring to class for discussion. Read getting started in text.
5 Hours
Content: Intro. to software used professionally for creating motion
graphics. Run through of user interface, concepts, and possibilities.
More examples and discussion.
Student Performance Objectives: Students will be able to use spatial
and cognitive skills to navigate through a motion graphics software
application. Students will be able to better explain the possibilities
of motion graphic production. (Note: For repeatability, students will
be able to explain and demonstrate command of new software features and
techniques as the technology evolves in this quickly changing field.
For example, switching from Adobe After Effects software to Apple's
Motion as professional requirements change. These new technological
advancements cannot be predicted at this time.)
Assignments: Pre-read lesson 1 (Note: lesson readings are based on the
subject matter to be discussed in the following week).
5 Hours
Content: Import Photoshop files, explanation of alpha channels and
keyframes, working with transforms and layers. Compositing.
Student Performance Objectives: Student will be able to explain alpha
channels, concept of transform properties, and their use. They will

demonstrate how to import Photoshop files, changing background colors, adjust transform properties, and create/adjust keyframes. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Study the tutorials in the "Lord of the Rings" website.
5 Hours
Content: Explanation of layers in Photoshop and After Effects-importing. Using guidelines, using simple effects, and compositing.
Student Performance Objectives: Students will be able to demonstrate how to create and use guidelines, adjust positional keyframes, apply transfer modes, perform simple filter effects, and composite rendered elements. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Pre-read lesson 3.
5 Hours
Content: Masks, using mask tools, and resizing. Animating strokes and applying simple 3D effects. Rendering multiple compositions.
Student Performance Objectives: Students will be able to explain the concepts of masks and 3D perception. They will be able to apply simple 3D effects to line strokes, resize masks, and create paths using the mask tools. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Pre-read lesson 4.
5 Hours
Content: Intro. to audio files. Editing audio and sound design. Using audio to create images. Applying more effects and alpha transfer mode.
Student Performance Objectives: Students will be able to create images from audio and integrate into a composition. Students will be able to apply different effects to their video file. Students can demonstrate understanding of keyframes and the process of editing audio files. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Pre-read chapter 5. Edit a sound file for use in a short

animation.

5 Hours

Content: Show examples of 2D text motion graphics. Applying, formatting, and animating basic text and along a path. Using motion blur for movement and the ease in keyframe adjustment.

Student Performance Objectives: Students will demonstrate the application, formatting, and animation of basic text. They will be able to move text on a path. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)

Assignments: Pre-read chapter 6. Sketch a storyboard for a 2D text intro/splash screen you like on TV.

5 Hours

Content: Mid-term exam on concepts of motion graphics in a 2D space. Recreating the TV intro from the storyboard.

Student Performance Objectives: Students will be able to write about the concepts relating to motion graphics in a 2D space. They will be able to explain on paper the steps and techniques needed for animating objects in a 2D space. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)

Assignments: Work on realization of text intro/title screens

5 Hours

Content: Moving and orienting layers in a 3D space. Orthogonal views. Moving the camera in 3D space and setting keyframes.

Student Performance Objectives: Students will be able to conceptually view objects in 3D space. They will be able to visualize abstractions relating to camera views in relation to objects in 3D space. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)

Assignments: Pre-read chapter 7. Investigate 3D as used in entertainment. Bring 2 examples to next class.

5 Hours

Content: Color theory and applying effects such as tint, dodge, and soft lighting. Importing previous rendered movies. Gaussian and channel blur. Working with bluescreen.

Student Performance Objectives: Student will be able to explain basic color theory and demonstrate how to apply color effects to a movie to make an aesthetically pleasing and/or dynamic composition. They will be

able to import a previous rendered clip into a new movie use them on layers in this new composition. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)

Assignments: Pre-read chapter 8. Do exercise on arranging and choosing color.

5 Hours

Content: 3D compositing. Animating stills in 3D space. Color correction using Hue/Saturation adjustments. Applying a linear wipe effect to reveal layers.

Student Performance Objectives: Students will be able to conceptualize and analyze 2D images in a 3D space and demonstrate skills to control this on the screen. Students will be able to critically examine images for color imperfections and synthesize the steps needed for correction. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)

Assignments: Pre-read chapter 9. Write short paper explaining how to create depth in a 2D space.

5 Hours

Content: Working further with 3D layers and compositing. Textline layers. Importing camera data. Explanation of final project.

Student Performance Objectives: Student will demonstrate precomposing and collapsing 3D layers. Student will be able to explain and set textline layer transformation properties, coordinates. They will be able to demonstrate the application of these settings in the process of composing. Student will understand final project requirements. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)

Assignments: Pre-read chapter 10

5 Hours

Content: Building a complete animation. Organizing multiple imported projects, applying a track matte, work with advanced effects like Spherize, Lens Flare, and Beveled Alpha effects. Rotoscoping.

Student Performance Objectives: Students will be able to explain the concept and techniques for rotoscoping. They will be able to apply advanced effects in an aesthetically. (Note: For repeatability, students will be able to explain and demonstrate command of new

software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Pre-read chapter 11

5 Hours

Content: Rendering: making templates, selecting appropriate compression for delivery format, correcting pixel aspect ratio. Rendering for web and NTSC broadcast.
Student Performance Objectives: Students will be able to explain rendering settings and demonstrate their use. They will be able to analyze requirements for NTSC broadcast and web streaming media and choose the appropriate codes. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Construct storyboard for final project. List needed assets.

5 Hours

Content: The workflow. Advanced 3D composing. Sound design for motion graphics. Sound editing.
Student Performance Objectives: Students will be able to apply advanced 3D composing to final project. They will be able to strategically set up a workflow for final project. They will be able to explain good rules for sound design and be able to edit sound. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Read handouts or web materials. Work on final project: collect and develop assets.

5 Hours

Content: Adding compositions to video/film movies.
Student Performance Objectives: Students will be able to apply motion graphics concepts and techniques to existing video with a concern for aesthetics, continuity, and dynamics. (Note: For repeatability, students will be able to explain and demonstrate command of new software features and techniques as the technology evolves in this quickly changing field. For example, switching from Adobe After Effects software to Apple's Motion as professional requirements change. These new technological advancements cannot be predicted at this time.)
Assignments: Work on final project

5 Hours

Content: Final project submission. Important concepts and techniques

in motion graphics that may be in the final.
Student Performance Objectives: Students will be able to explain the
notion of scheduling, workflow, and aesthetics of motion graphics.
(Note: For repeatability, students will be able to explain and
demonstrate command of new software features and techniques as the
technology evolves in this quickly changing field. For example,
switching from Adobe After Effects software to Apple's Motion as
professional requirements change. These new technological advancements
cannot be predicted at this time.)
Assignments: Study for final exam.
2 Hours
Content: Take final exam and present projects
Student Performance Objectives: Student will be able to explain
techniques, requirements, and aesthetics used for motion graphics and
special effects.

METHODS OF INSTRUCTION:
Demonstrations, lectures, and study of artistic material either on-line or
viewing on DVD. Readings on subject in homework assignments. In a supervised
lab situation, student will work through exercises in a book, produce
periodic projects, and realize a comprehensive final project demonstrating
learned concepts and techniques.

METHODS OF EVALUATION:
The types of writing assignments required:
Written homework
Reading reports
Term papers
Other: Storyboards
The problem-solving assignments required:
Exams
Other: Project development
The types of skill demonstrations required:
Class performance
Performance exams
The types of objective examinations used in the course:
Multiple choice
True/false
Matching items
Completion
Other category:
None
The basis for assigning students grades in the course:
Writing assignments: 20% - 30%
Problem-solving demonstrations: 40% - 60%
Skill demonstrations: 10% - 20%
Objective examinations: 20% - 25%
Other methods of evaluation: 0% -   0%

REPRESENTATIVE TEXTBOOKS:

Damian Allen, Motion: Revolutionary Motion Graphics, PeachPit Press, 2005, or other appropriate college level text.

Reading level of text: 13 grade. Verified by: R. Beede

Other Materials Required to be Purchased by the Student: Back up media.

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200830

UC TRANSFER:

Transferable UC, effective 200830

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: DM

CSU Crosswalk Course Number: 117

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: C

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000354486

Sports/Physical Education Course: N

Taxonomy of Program: 061410