



EL CAMINO COLLEGE
COURSE OUTLINE OF RECORD – Approved

I. Course Information

Subject: ART
Course Number: 147
Descriptive Title: Motion Graphics
Division: Fine Arts
Department: Art
Course Disciplines: Multimedia

Catalog Description:

This course covers techniques for creating digital movies and performing non-linear editing. Topics include history and overview of analog and digital video, analyzing selected works of commercial and fine art videos, using sound effects and music, effective use of transitions, and incorporating still images and text. Also included are file formats, compression options, and hardware required for output to multimedia sources and the World Wide Web. An original digital video project will be created by each student.

Conditions of Enrollment:

Prerequisite: Art 141 or Art 142 with a minimum grade of C

Course Length: Full Term

Hours Lecture (per week): 2
Hours Laboratory (per week): 4
Outside Study Hours: 2
Total Hours: 108

Course Units: 3

Grading Method: Letter Grade only
Credit Status: Credit, degree applicable

Transfer CSU: Yes Effective Date: 1/20/1998
Transfer UC: Yes Effective Date: Fall 2009

General Education:

ECC

Term: Other:

CSU GE:

Term: Other:

IGETC:

Term: Other:

II. Outcomes and Objectives

A. Student Learning Outcomes (SLOs) (The course student learning outcomes are listed below.)

SLO #1 Keyframing

Students will be able to apply keyframing to manipulate audio and visual effects to still images and footage in an industry standard motion graphics software program.

SLO #2 Storyboards and Animatics

Students will be able to pre-visualize design and motion concepts for a motion graphics project through the creation of storyboards and animatics.

SLO #3 Apply Animation Principles

Students will be able to apply animation principles and two-dimensional design concepts to create a 30 second motion graphic project.

B. Course Objectives (The major learning objective for in this course are listed below)

1. Operate a computer system with related digital video hardware.
2. Scan and save images in correct format and color palette for digital video.
3. Digitize sound and video clips.
4. Compress and save digital sound and video clips in correct format.
5. Import still images, sound, and video clips into non-linear editing software and add transitions, layers, and filters.
6. Export digital video clips into editing software for frame by frame manipulation.
7. Apply two-dimensional design concepts such as line, value, texture, pattern, and scale, in conjunction with various compositional strategies to enhance digital videos.
8. Combine text and images with motion and timing using graphic design techniques.
9. Enhance aesthetic and expressive content with color.
10. Plan projects using storyboarding techniques.
11. Analyze and assess selected commercial and fine art video pieces.

III. Outline of Subject Matter

(Topics should be detailed enough to enable an instructor to determine the major areas that should be covered to ensure consistency from instructor to instructor and semester to semester.)

Major Topics

I. Overview of Hardware and System Software (2 hours, lecture)

- A. Importing and exporting files
- B. Optimizing files for Video and web
- C. Using keyboard shortcuts
- D. Online navigation

II. Overview of Hardware and System Software (4 hours, lab)

- A. Importing and exporting files
- B. Optimizing files for Video and web
- C. Using keyboard shortcuts
- D. Online navigation

III. Applying Two-Dimensional Design Principles and Elements to Digital Videos (4 hours, lecture)

- A. Color for broadcast and web
- B. Typography / Choice of fonts
- C. Use of vector VS raster graphics
- D. Storyboarding
- E. Digitizing images, sound, and video for Broadcast and Web Compositional Elements

IV. Applying Two-Dimensional Design Principles and Elements to Digital Videos (8 hours, lab)

- A. Color for broadcast and web
- B. Typography / Choice of fonts
- C. Use of vector VS raster graphics
- D. Storyboarding
- E. Digitizing images, sound, and video for Broadcast and Web Compositional Elements

V. History and Overview of Commercial and Fine Art Analog and Digital Video (4 hours, lecture)

- A. Graphic Elements of a commercial Package
- B. Overview of Fine Art Videos and Commercial graphics
- C. Analysis and Criticism: Concept, techniques, and use of color, sound, and graphics to enhance aesthetic and expressive content
- D. Typography
- E. Color schemes
- F. Composition

VI. History and Overview of Commercial and Fine Art Analog and Digital Video (8 hours, lab)

- A. Graphic Elements of a commercial Package
- B. Overview of Fine Art Videos and Commercial graphics
- C. Analysis and Criticism: Concept, techniques, and use of color, sound, and graphics to enhance aesthetic and expressive content
- D. Typography
- E. Color schemes
- F. Composition

VII. Effective Project Planning (4 hours, lecture)

- A. Animatics / image sequencing
- B. Storytelling
- C. Storyboards for effective project planning
- D. Original computer graphics: digitizing images, sound, and video for optimum online usage

VIII. Effective Project Planning (8 hours, lab)

- A. Animatics / image sequencing
- B. Storytelling
- C. Storyboards for effective project planning
- D. Original computer graphics: digitizing images, sound, and video for optimum online usage

IX. Applying Color Theory (2 hours, lecture)

- A. Aesthetics of color choice
- B. Theory
- C. Color for Web
- D. NTSC Broadcast Color standards for Television

X. Applying Color Theory (4 hours, lab)

- A. Aesthetics of color choice
- B. Theory
- C. Color for Web
- D. NTSC Broadcast Color standards for Television

XI. Digitizing Images, Sound, and Video (4 hours, lecture)

- A. Compressing and saving
- B. Correct file formats color palettes
- C. Codec for web
- D. Codec for High and Low compression
- E. Digitizing images, sound, and video for optimum online/Television and DVD usage

XII. Digitizing Images, Sound, and Video (8 hours, lab)

- A. Compressing and saving
- B. Correct file formats color palettes
- C. Codec for web
- D. Codec for High and Low compression
- E. Digitizing images, sound, and video for optimum online/Television and DVD usage

XIII. Timing and Sequencing for Effective Story Telling (4 hours, lecture)

- A. Animatics/ sequencing
- B. Storytelling
- C. Storyboards and project planning

XIV. Timing and Sequencing for Effective Story Telling (8 hours, lab)

- A. Animatics/ sequencing
- B. Storytelling
- C. Storyboards and project planning

XV. Digitizing and Editing Sound for Effective Visuals and Story Line (4 hours, lecture)

- A. Digitizing Sound Files
- B. File Codec
- C. Importing / exporting sound files
- D. Syncing sound to Video

XVI. Digitizing and Editing Sound for Effective Visuals and Story Line (8 hours, lab)

- A. Digitizing Sound Files
- B. File Codec
- C. Importing / exporting sound files
- D. Syncing sound to Video

XVII. Collaboration in Multimedia Production (2 hours, lecture)

- A. Creating original animations
- B. Storyboards
- C. Animatics
- D. Broadcast NTSC Color
- E. Sound import/export

XVIII. Collaboration in Multimedia Production (4 hours, lab)

- A. Creating original animations
- B. Storyboards
- C. Animatics
- D. Broadcast NTSC Color
- E. Sound import/export

XIX. Analysis and Criticism (6 hours, lecture)

- A. Critiques of student projects
- B. Critiques and discussions of professional/ commercial graphics
- C. Aesthetics of color, typography and composition

XX. Analysis and Criticism (12 hours, lab)

- A. Critiques of student projects
- B. Critiques and discussions of professional/ commercial graphics
- C. Aesthetics of color, typography and composition

Total Lecture Hours:	36
Total Laboratory Hours:	72
Total Hours:	108

IV. Primary Method of Evaluation and Sample Assignments

A. Primary Method of Evaluation (choose one):

- 3) Skills demonstration

B. Typical Assignment Using Primary Method of Evaluation

Create text for a digital video title sequence using Adobe Premiere and Adobe After Effects software.

C. College-level Critical Thinking Assignments

Critical Thinking Assignment 1:

Take a digital video clip and edit it twice applying a different soundtrack with each edit. Analyze and discuss verbally to the class, the impact of each edit on the visuals and the story.

Critical Thinking Assignment 2:

Create a short music video applying the techniques of sequencing, storytelling, flowcharting, and editing.

D. Other Typical Assessment and Evaluation Methods

Class Performance, Homework Problems, Performance Exams, Quizzes

V. Instructional Methods

Demonstration, Discussion, Group Activities, Guest Speakers, Lab, Lecture, Multimedia presentations

If other:

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. Work Outside of Class

Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Problem solving activity, Required reading, Skill practice, Study

If Other:

VII. Texts and Materials

- A. Up-to-date Representative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a “discipline standard”.)**
- B. Alternative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a “discipline standard”.)**
- C. Required Supplementary Readings**
Discipline Standard online materials and tutorials
- D. Other Required Materials**
Discipline Standard online materials and tutorials

VIII. Conditions of Enrollment

A. Requisites (Course Prerequisites and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite: Prerequisite
Category: sequential

Requisite course(s): List both prerequisites and corequisites in this box.

Art 141 or Art 142

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

Use vector and raster graphics software to save files in different file formats, use file extensions, back up work, create folders for projects, and use keyboard shortcuts.

ART 141 - Demonstrate appropriate computer skills needed for the creation of digital art.

ART 141 - Produce digital images and time-based work through various digital media input and output methods using vector and raster software.

ART 142 - Operate a computer system and demonstrate the ability to name and save files, use file extensions, back up work, create folders for projects, and use keyboard shortcuts.

Accurately assess images in terms of color and quality for use with the World Wide Web, multimedia, and print.

ART 141 - Define color relationships and use different color modes reflecting both additive and subtractive color systems.

ART 142 - Define image resolution and color modes for print and screen output.

Demonstrate use of typography in original designs, define typographic terms, and manage fonts.

ART 141 - Demonstrate use of typography in designs, define typographic terms.

Assess the purpose, scope, and specifications of art projects and formulate solutions by applying the appropriate creative and technical strategies.

ART 141 - Assess the purpose, scope, and specifications of art projects and formulate solutions by applying the appropriate creative and technical strategies.

ART 142 - Assess the purpose, scope, and specifications of art and formulate solutions by applying the appropriate creative and technical strategies.

B. Requisite Skills: (Non-Course Prerequisite and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite:

Requisite and Matching Skill(s): Bold the requisite skill(s). If applicable

C. Recommended Preparations (Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite course:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

D. Recommended Preparation (Non-Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable

E. Enrollment Limitations

Enrollment Limitations and Category:

Enrollment Limitations Impact:

Course Created by: Joyce Dallal on 09/16/1997

Original Board Approval Date: 01/20/1998

Last Reviewed and/or Revised by: Joyce Dallal

Date: 04/01/2021

Last Board Approval Date: 06/21/2021