

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: COMM 112
Course Title: Foundations of Motion Graphics

Year: 2020-2021
Credit Hours: 1

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

This is a basic, practical, hands-on introduction to the concepts of creating motion graphics for students in the broadcast production, communication and media arts, digital cinema, and new media programs. Students learn the theoretical knowledge of basic production, along with the tactile and artistic skills to design and produce layered motion graphics and special effects for insertion in digital video projects. Prerequisite: Prior completion or concurrent enrollment in MATH 090 and RDNG 099 if required by placement testing. 1 Cr. (2 Lec., 2 Lab. for 5 weeks). Fall and spring semesters.

Course Context/Audience

This course has been designed to help students build the foundation of a digital media toolbox. It is a required course in the Broadcast Production – Television Concentration, A.A.S. degree program and is a recommended elective course for students in the Communication and Media Arts and New Media degree programs. It is a prerequisite course for COMM 240. Students will use the skills learned in this course for more advanced work in COMM 240, COMM 245, and ART 117.

Basic Skills/Entry Level Expectations

Writing: W0 Course requires very limited or no writing.

Math: M1 Taking MATH 090 (if needed) – Course requires limited use of very basic mathematical skills.

Reading: R1 Course may be taken concurrently with RDNG 099.

Course Goals

Short-Term: Students will develop work habits and skills required by other courses in their field of study. Students will learn basic media applications and skills necessary for the production of video material.

Midterm: Students will have the basic building blocks necessary to excel in any digital media applications course.

Long-Term: Students will develop the skills, work habits, and ethics required by professionals in the digital media industry.

Course Objectives/Topics

Objective/Topic	% Course
Students will spend the first few weeks of the course learning the basic functions of a motion graphics and special effects software program. They will be introduced to the digital file organizational skills needed to complete this course. Topics include: importing media, setting up a composition, and setting layer key frames.	20%

Students will begin to exercise digital motion graphics techniques with a program like Adobe After Effects. Topics include: scaling a layer, copying and pasting key frames, rotating a layer, creating a motion path, synchronizing animation, applying drop shadow effects, adding an adjustment layer.	40%
Students will learn to go deeper into the program by moving on to more advanced techniques. Topics include: setting a luma matte, creating ghosts by using solids and masks, fine-tuning audio, time remapping, using the wave warp effect, using the library of mask warp key frames.	20%
Students will explore exporting options. Topics include: marking the audio layer, adding the lighting footage, creating a fade-out composition, creating the movie segment, rendering the movie, assembling the final project	20%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<p>Students will work both individually and in teams to research, plan and produce both individual and group projects.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<p>Students are encouraged to show the diversity represented in the college community and the surrounding area. They are also encouraged to explore personal growth and re-think stereotyping through the video presentations that were produced around the world.</p>

Instructional Methods

The instructor should use a series of assignments in order to get students engaged in the course process. To start, there should be small shooting assignments to familiarize students with the equipment they will be using and to help them understand good composition, lighting, audio, etc. As the course progresses, students should begin to work

with clips on the computer. The assignments at this point should help the student become familiar with the non-linear editing system and working in a non-linear environment. Finally, assignments should become more professional in nature. Students should be assigned video clips to shoot, edit and post-produce and save in their scrapbook for use in other courses. These assignments may be something that the student chooses, or something that is assigned to them, depending on the nature of the course and the needs of the student/instructor.

Methods of Assessment/Evaluation

Method	% Course Grade
Written critiques of student's work	60%
Participation, effort, attendance	25%
Quizzes and tests	15%

Text(s)

The Focal Easy Guide to Adobe After Effects, Sponsler, Curtis, Latest Edition, © 2005 Focal Press.

Required:

Bibliography

Dancyger, Ken. World of Film and Video Production-Aesthetics and Practice. 1st edition, Belmont, CA: Wadsworth Thomson Learning, © 1999.

Elin, Larry. Designing and Developing Multimedia: A Practical Guide for the Producer, Director and Writer. Boston, AB Longman, © 2002.

Gross, Lynne and Ward, Larry. Digital Moviemaking. 5th edition, Belmont, CA: Wadsworth Thomson Learning, © 2004.

Shyles, Leonard. Video Production Handbook. Boston: Houghton Mifflin, © 1998.

Stevenson, Douglas & Wolenik Robert. Creating PC Video. San Francisco. Focal Press. © 1998.

Willis and Henry Aldridge. Television, Cable and Radio: A Communications Approach. Englewood Cliffs, NJ: Prentice Hall, © 1992.

Zettl, Herbert. Television Production Handbook, 8th edition, Belmont, CA: Wadsworth Thomson Learning, © 2000.

Other Learning Resources

Audiovisual

No resources specified

Electronic

Databases like Proquest, Infotrac and AP Multimedia File

Other

No resources specified