

**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**

**I. Course Description:** This is a basic, practical, hands-on introduction to the concepts of creating motion graphics. 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 of, or concurrent enrollment in, MATH 090 if required by placement assessment. 1 Cr. (2 Lec., 2 Lab. for 5 weeks). Fall and spring semesters.

**II. Additional Course Information:**

1. This is a required course in the Digital Cinema A.S., and the Broadcast Production: Television Concentration, A.A.S. degree programs.
2. This course has been designed to help students build the foundation of a digital media toolbox.
3. COMM 112 is a prerequisite course for COMM 245.
4. Students will use the skills learned in this course for more advanced work in other courses such as COMM 240, COMM 245, and ART 117.
5. Blackboard (the college's online learning platform) will be used for assignments, handouts, media assets, due dates, and grades.
6. Recommended Materials: External hard drive.
7. This course consists of at least 200 minutes class time each week for the five-week session.
8. Over-the-ear headphones (not earbuds), and 2GB+ flash drive or external hard drive required.

**III. Student Learning Outcomes**

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

1. Use the basic functions of a motion graphics and special effects software program.
2. Import media, set up a composition, set layer key frames, scale and rotate a layer, copy and paste key frames, create a motion path, synchronize animation, apply drop shadow effects, and add adjustment layers.
3. Export completed media projects.

**IV. Tompkins Cortland General Education Goals & SUNY Competencies**

☒ Critical thinking

Films and media projects often address social issues, and/or can cause social unrest. Students will discuss the role moving images have in society. They will be expected to participate in critical analysis discussions in the course room.

☒ Social/Global Awareness

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 produced around the world.

Revised 10-20/C. Xaver

## ☒ Information Management

Students will be working with computers using basic and more advanced research to locate, evaluate and synthesize information from a variety of sources.

## V. Essential Topics/Themes

1. Basic functions of a motion graphics and special effects software program, including digital file organizational skills needed to complete this course and importing media, setting up composition, and setting layer key frames.
2. Digital motion graphics techniques with a program like Adobe After Effects, including 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.
3. Advanced techniques: including 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.
4. Exporting options, marking the audio layer, adding the lighting footage, creating a fade-out composition, creating the movie segment, rendering the movie, assembling the final project.

## VI. Methods of Assessment/Evaluation

Method	% Course Grade
1. Projects	70%
2. Quizzes & homework	10%
3. Participation and attendance	20%

## VII. Texts

### Required

1. Meyer, Trish & Chris Meyer. <i>After Effects Apprentice; Real-World Skills for the Aspiring Motion Graphics Artist</i> . 2 <sup>nd</sup> ed., 2009. Focal Press.
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*Editions listed are current as of date of syllabus. More recent editions may be used.*

## VIII. Bibliography of Supplemental Materials

1. Browne, Steve. <i>Video Editing: A Postproduction Primer</i> . 2001. Woburn: Focal Press.
2. Dancyger, Ken. <i>The Technique of Film and Video Editing: History, Theory, and Practice</i> . 6 <sup>th</sup> ed., 2009. Woburn: Focal Press.
3. Gross, Lynne & Ward, Larry. <i>Digital Moviemaking</i> . 5 <sup>th</sup> ed., 2004. Wadsworth Thomson Learning, Belmont, CA.
4. Reisz, Karel & Gavin Millar. <i>The Technique of Film Editing</i> . 2 <sup>nd</sup> ed., 2010. Focal Press, Boston.
5. Owens, Jim. <i>Digital Production Handbook</i> . 6 <sup>th</sup> ed., 2017. Taylor & Francis United Kingdom.
6. Zettl, Herbert. <i>Television Production Handbook</i> . 12 <sup>th</sup> ed., 2015. Wadsworth Thomson Learning, Belmont, CA.

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## IX. Other Learning Resources

<b>Audiovisual:</b> None specified
<b>Electronic:</b> : Adobe AfterEffects
<b>Other:</b> None specified

**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.*

**Academic Integrity:** *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.*

*Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.*

*Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.*