



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**MOTION DESIGN
CGA2050 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or sophomore year.

Catalog Description:

CGA2050 – MOTION DESIGN (3 hr)

An introduction to the concepts and techniques in the creation and production of motion design animation using software such as Adobe Animate and Adobe After Effects. The course will cover the kinds of motion design, conceptualizing ideas, storyboarding, and computer generation of motion design sequences.

Prerequisites:

Grade of C or better in Digital Imaging (Photoshop) (CGA2030), Grade of C or better in Computer Illustration (Illustrator) (CGA2012), or Instructor approval

Controlling Purpose:

An introduction to the concepts and techniques in the creation and production of motion design animation using software such as Adobe Animate and Adobe After Effects. The course will cover the kinds of motion design, conceptualizing ideas, storyboarding, and computer generation of motion design sequences.

Learner Outcomes:

Upon successful completion of this course, the student will be able to do the following:

- Learn and apply the concepts of design and creation of motion graphics design.
- Analyze a visual communication problem, develop a concept, and successfully design and produce a motion design project using animation software that incorporates the following:
 1. Flow chart and storyboard
 2. Images and backgrounds
 3. Sound and animation
 4. Technical skills necessary to produce in required format
- Acquire knowledge of the creative uses of motion graphics design through analysis and critique of existing motion graphics, and the creation of original motion graphics designs.
- Acquire skills in the use of the tools and techniques available in a motion graphics software program — so as to be able to and create original, visually engaging motion graphics designs from concept, through storyboard, to design and production.

- Communicate visual concepts through the appropriate choice and application of composition, type styles, images, sound, backgrounds, and movement.
- Understand and apply the technical requirements of motion graphics design — file sizes/file formats/image resolution and optimization/color limitations/browser compatibility/etc.
- Learn the working relationship between members of a motion graphics design team through discussion and review of project examples and identifying the contributions made by the members of a motion graphics design & production team.
- Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.
- Effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design.
- Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

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| A | = | All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field. |
| B | = | All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved. |
| C | = | All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background. |
| D | = | A few of the major goals have been achieved, but the student’s achievement is so limited that he is not well prepared to work at a more advanced level in the same field. |
| F | = | Failing, will be computed in GPA and hours attempted. |
| N | = | No instruction or training in this area. |

UNIT 1: MOTION DESIGN BASICS

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of basic motion design practices

A	B	C	D	F	N	Specific Competencies - Demonstrate the ability to:
						Identify the purpose, audience, and audience needs for motion design.
						Understand options for producing accessible motion design.
						Demonstrate knowledge of standard copyright rules (related terms, obtaining permission, and citing copyrighted material).
						Understand project management tasks and responsibilities.
						Communicate with others (such as peers and clients) about design and content plans.
						Demonstrate knowledge of design elements and principles.
						Use a storyboard to design the layout and interactions between various media elements.

UNIT 2: PROGRAM INTERFACE AND WORKFLOW

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of the interfaces of motion design software applications and project workflow

A	B	C	D	F	N	Specific Competencies - Demonstrate the ability to:
						Identify elements of the application interface.
						Adjust document properties.
						Use the Timeline to control time-based media interactions.
						Use guides and rules.
						Import and manipulate media assets.
						Appropriate utilize various file formats and output optimizations.
						Identify best practices for managing file size

UNIT 3: MEDIA ELEMENTS AND ASSETS

Outcomes: Upon completion of this unit, the students will be able to demonstrate the ability to manipulate media elements and assets in motion design software.

A	B	C	D	F	N	Specific Competencies - Demonstrate the ability to:
						Make content development decisions based on your analysis and interpretation of design specifications.
						Use tools to select, create, and manipulate graphics and text.
						Import and modify graphics.
						Create and modify objects.
						Create animations (changes in shape, position, size, color, and/or transparency).
						Import and use sound.
						Publish and export a completed project.

Projects Required:

Final motion design capstone project.

Intermediate exercises demonstrating growing competency

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Access to production lab or a personal computer with the required software and appropriate external digital storage device for saving files.

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy.

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.