



COURSE SYLLABUS

Motion Graphics, 7.5 credits

Motion Graphics, 7,5 högskolepoäng

Course Code: TMGN13	Education Cycle: First-cycle level
Confirmed by: Dean Mar 1, 2023	Disciplinary domain: Technology (95%) and social sciences (5%)
Valid From: Aug 1, 2023	Subject group: TE9
Version: 1	Specialised in: G2F
	Main field of study: Informatics

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of basic concepts and principles within the field of motion graphics
- display knowledge of key functionality in software for production of motion graphics

Skills and abilities

- demonstrate the ability to carry out a project in motion graphics from idea and storyboard to final product with a focus on storytelling
- demonstrate the ability to create animations, moving images, graphics and typography suitable for digital media
- demonstrate the ability to apply keying, motion tracking and color correction to existing video material, resulting in a good composite
- demonstrate the ability to apply expressions and other techniques to streamline productions

Judgement and approach

- demonstrate the ability to critical reflect on their own and others' productions, based on relevant theories

Contents

The course gives basic knowledge in animation and useful techniques to create motion graphics. Overarching content are storytelling, principles and techniques within motion graphics and animation, treatment of data and effective workflows in contemporary software for animation. The course gives the student possibility to apply and evaluate effective communication and storytelling for motion graphics.

The course includes the following elements:

- Basic concepts and principles of motion graphics and animation
- Planning and pitching ideas with storyboard
- Contemporary software for motion graphics

- Animation of vector graphics and typography
- Keying, motion tracking and color correction of video footage
- Track mattes, keyframing, transitions, expressions and other common techniques used in motion graphics
- Rendering and exporting for different formats and platforms
- Orientation within the industry of motion graphics

Type of instruction

Lectures, laboratory sessions, assignments and project work.

The teaching is conducted in English.

Prerequisites

General entry requirements and completed courses of at least 60 credits within Informatics (or equivalent).

Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Assignment	4.5 credits	5/4/3/U
Project	3 credits	5/4/3/U

Course literature

Literature

The literature list for the course will be provided 8 weeks before the course starts.

Title: Animated storytelling: Simple Steps for creating Animation & Motion Graphics.

Author: Blazer, Liz. (2019)

Publisher: Peachpit Press. 224 pages.

Title: Hands-on motion graphics with adobe after effects CC : develop your skills as a visual effects and motion graphics artist.

Author: Dodds, David. (2019)

Publisher: Packt Publishing Ltd. 317 pages