

Washtenaw Community College Comprehensive Report

VID 276 Video Graphics I Effective Term: Winter 2014

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Video Production

Course Number: 276

Org Number: 14540

Full Course Title: Video Graphics I

Transcript Title: Video Graphics I

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Consultation with all departments affected by this course is required.

Pre-requisite, co-requisite, or enrollment restrictions

Rationale: Revise prerequisite so that animation program students can take this course.

Proposed Start Semester: Fall 2013

Course Description: In this course, students are introduced to motion graphics composition for film/video and internet distribution. Software, such as Adobe After Effects, is used as a tool to create motion graphics compositions. Students learn basic visual effects terminology, effect keying and transparency, keyframing, synchronizing compositions to music, compression codecs required for output optimization, and saving the finished composition to a variety of film/video and internet ready formats. Lecture, hands-on experience and creative mentoring are combined to develop motion graphics compositing skills. Students are exposed to examples of work from industry professionals for inspiration. This course was previously VID 299. The title of this course was previously Advanced Video Graphics I.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 15 Student: 15

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 60 Student: 60

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

VID 125 minimum grade "C"; may enroll concurrently
or

Prerequisite

ANI 150 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Jackson Community College
Lawrence Tech

Student Learning Outcomes

1. Write, produce, and create an animated, motion-graphics project.

Assessment 1

Assessment Tool: Exercises

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: Random sample of 50% of the students up to maximum of 24

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 66% will score at the competent (2) level or above on a 1-3 scale

Who will score and analyze the data: Departmental faculty, with the assistance of advisory committee members, will blind-score exercises

Assessment 2

Assessment Tool: Mid-term

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: Random sample of 50% of the students up to maximum of 24

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 66% will score at the competent (2) level or above on a 1-3 scale

Who will score and analyze the data: Departmental faculty, with the assistance of advisory committee members, will blind-score mid term

Assessment 3

Assessment Tool: Final project

Assessment Date: Fall 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: Random sample of 50% of the students up to maximum of 24

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 66% will score at the competent (2) level or above on a 1-3 scale

Who will score and analyze the data: Departmental faculty, with the assistance of advisory committee members, will blind-score the final project

Course Objectives

1. Define and analyze the core elements of motion graphics and their applications in contemporary media.

Matched Outcomes

2. Identify the requirements of a motion graphics composition.

- Matched Outcomes**
3. Identify and discuss each stage of the motion graphics compositing process.
Matched Outcomes
 4. Identify various methods of storyboarding and conceptualizing motion graphics compositions.
Matched Outcomes
 5. Design and implement motion graphics compositions.
Matched Outcomes
 6. Demonstrate the ability to manipulate keyframes and animate them over time.
Matched Outcomes
 7. Identify the effects palette and how its functions control the composition.
Matched Outcomes
 8. Discuss the importance of third-party effects plug-ins and their applications in compositing.
Matched Outcomes
 9. Analyze and evaluate examples of work by industry professionals in a studio setting in order to develop individual aesthetic and skills.
Matched Outcomes
 10. Analyze and evaluate works of other students in a studio setting in order to develop individual aesthetic and skills.
Matched Outcomes
 11. Identify and discuss the composition window and its relationship to finished output.
Matched Outcomes
 12. Define and describe the timeline and its relationship to the composition.
Matched Outcomes
 13. Understand layer hierarchy and its relationship to the composition.
Matched Outcomes
 14. Identify and discuss the project window and its relationship to media and graphic files.
Matched Outcomes
 15. Identify and discuss the necessity of implementing Adobe Photoshop and Illustrator graphic elements into motion graphics compositions.
Matched Outcomes
 16. Analyze various techniques of preparing Adobe Photoshop and Illustrator elements for use in Adobe After Effects.
Matched Outcomes
 17. Demonstrate ability to integrate Adobe Photoshop and Illustrator into compositions.
Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom

Reviewer

Faculty Preparer:

Matthew Zacharias

Department Chair/Area Director:

Kristine Willimann

Dean:

Rosemary Wilson

Vice President for Instruction:

Action

Faculty Preparer

Recommend Approval

Recommend Approval

Date

Sep 06, 2013

Sep 10, 2013

Sep 17, 2013

