Information about the subject

Degree: Degree in Design and Narration in Animation and Video games

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 2050214 **Name:** Motion Graphics

Credits: 6,00 **ECTS Year:** 2 **Semester:** 1

Module: POST-PRODUCTION

Subject Matter: ANIMATION AND POST-PRODUCTION **Type:** Compulsory

Department: Multimedia and Digital Arts

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

2052A	David Salvador Velez **(Responsible Lecturer)**	david.salvador@ucv.es

Module organization

POST-PRODUCTION

Subject Matter	ECTS	Subject	ECTS	Year/semester
ANIMATION AND POST-PRODUCTION	24,00	2D Animation	6,00	3/1
		Motion Graphics	6,00	2/1
		Post Production Visual Effects	6,00	4/1
		Video and audio editing and compositing	6,00	3/2

Recommended knowledge

Some proficiency in Adobe Illustrator and Adobe Photoshop is recommended.

Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

R1	To develop two-dimensional animations and resources to be used as material in the development of animation projects and/or videogames.
R2	To use the expressive language of audio-visual narrative in animation and/or digital video projects.
R3	To use the specific vocabulary related to the field of two-dimensional animation in the projects developed in the subject.
R4	To develop two-dimensional animations, following the project methodology of animation projects.
R5	To apply the theoretical foundations of movement and animation in the projects developed in the subject.
R6	To develop motion graphics (covers, interfaces, credit titles, etc.) for animation or video projects for video games.
R7	To apply the knowledge acquired in the course on retouching and basic colour adjustment in videos and/or motion graphics.
R8	To use software and basic techniques related to motion graphics animation for animation or video projects for video games.
R9	To use the specific vocabulary related to the field of motion graphics in the projects developed in the subject.
R10	To develop original ideas and proposals related to digital audio and video in animation and videogame projects.
R11	To use the specific vocabulary of editing and post-production in the projects developed in the subject.
R12	To apply the principles and fundamentals of editing and audio-visual language in the projects developed in the subject.
R13	To apply video and audio special effects in animation and/or video projects for videogames.

Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
B2	Students to apply their knowledge to their job or vocation in a professional manner and to possess competences that are usually shown through the elaboration and defence of arguments and problem-solving within their area of study.			x	
B4	Students to transmit information, ideas, problems and solutions to a specialised and non-specialised audience.				x
B5	Studens to have developed those learning skills needed to undertake subsequent studies highly autonomously.			x	

GENERAL		Weighting			
		1	2	3	4
G1	To develop original and innovative ideas and proposals in the area of design and narrative of animation and videogames in the required work in a project, combining conceptual and technical aspects.			x	
G2	To collaborate in teams that adopt interdisciplinary roles in the elaboration of animation and videogames projects.		x		
G5	To use a specific and inclusive vocabulary in the area of expertise of the degree.				x

SPECIFIC		Weighting			
		1	2	3	4
E14	To create basic animations in 2D that allow the development of headings and animations of a bidimensional videogame.				x
E15	To edit audio and video related to animation and videogames.		x		

E16	To design the visual graphic and the elements related to the user (covers and interfaces).	**x**	
E17	To make the production of special effects, at a basic level, to be applied in virtual characters and scnearios of animation and videogames such as smoke, fire, mist, explosions and others).	**x**	
E19	To prepare resources analytically in two and three dimensions susceptible to be included in projects of animation and videogames.		**x**

Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R2, R3, R4, R5, R7, R8, R13	20,00%	Written tests
R1, R2, R3, R4, R5, R6, R7, R8, R9, R13	80,00%	Elaboration of projects

Observations

There will be a total of 3 projects of continuous evaluation and tutoring that will be valued with 10% of the final grade each, total 30%. The work will be individual, unless the teaching team states otherwise in the project statement. It is essential the tutoring and monitoring of the work by the teacher, works that have not been tutored by the teaching team will not be accepted.
Active attendance in class and the monitoring of the work by the teacher will be valued, for each non-attendance or passive attendance 0.1 points will be subtracted from the final grade up to a maximum of 10% of the final grade.
The exam will consist of a final project and a final exam. The final project will have a value of 20% of the final grade and will be tutored and followed by the professor. The final exam will be worth 40% of the final grade. In total 60% of the final grade. To pass the course it is essential to get at least a 5 in the exam, a result obtained from the sum of the final tutored practice plus the final exam. To pass the final exam it is also essential to get a 5 in the evaluation of the final exam. It is essential to present the final practice to take the exam. Students who have not presented the three projects of continuous evaluation or have failed it, this will not mediate with the grade of the exam and the grade will be maintained for the second call. However, if the teaching team deems it appropriate, it will be allowed the delivery of a single practice, in 2nd call (not to modify a grade of first call), of an individual exercise, at the discretion of the teacher, which would average with the rest of deliveries of first call. The attendance grade is definitive.
Second registration students will have to take the exam and do the same number of practicals as first registration students: 3 tutored continuous evaluation projects (in this case it will not be compulsory the monitoring by the tutor if the student considers it appropriate) that score 30% (10% each) of the final grade and a final practical with a value of 20% of the final grade. The final exam will be worth 50% of the final grade. Attendance will not be compulsory for students of second call, but it is advisable to attend the tutorials to reinforce the student's work and skills to pass the course.

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CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement. to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities , if any, even if these are carried out in virtual environments.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

M4   Problem solving activities

M6   Project-based learning

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Use of the learnt theory in simulated or real circumstances. M4, M6	R1, R4, R5, R6, R7, R8, R9, R13	40,00	1,60
The student, individually or in a group, leads their action to the elaboration of a tangible final result (product) in which process knowledges and needed competences are incorporated. M4, M6	R1, R4, R5, R6, R7, R8, R9, R13	20,00	0,80
TOTAL		**60,00**	**2,40**

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Autonomous work. Study, memorization, test preparation, practical abilities drilling, elaboration of works, essays, reflections, metacognitions, portfolios elaboration, … M4, M6	R2, R3, R5, R7, R9, R10, R13	10,00	0,40
The student, individually or in a group, leads their action to the elaboration of a tangible final result (product) in which process knowledges and needed competences are incorporated. M4, M6	R1, R2, R3, R4, R5, R6, R7, R8, R9, R13	80,00	3,20
TOTAL		**90,00**	**3,60**

Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
1.Introduction to Postproduction	1.1-What is Motion Graphics? 1.2-Content and objectives of the course
2. Workflow with After Effects	2.1-Introduction to Adobe After Effects, Interface and workflow. 2.2-Layers and Anchor point distribution
3.Shape Layers and Text Layers	3.1-Shape layers 3.2-Masks 3.3-Text animation
4.Working with time	4.1-Working with time. Animation principles and motion character
5.Effects and expressions	5.1-Effects and expressions
6.Techniques and effects on real image	6.1-Techniques and effects on real image
7.After Effects 3D environment	7.1-After 3D Environment
8.Tools for productivity	8.1-Tools for productivity
9.Video export and encoding	9.1-Exporting and encoding of videos
10.Continuous evaluation practices and projects.	10.1-Practices and projects of continuous assessment

Course guide

Temporary organization of learning:

Block of content	Number of sessions	Hours
1.Introduction to Postproduction	1,00	2,00
2. Workflow with After Effects	1,00	2,00
3.Shape Layers and Text Layers	2,00	4,00
4.Working with time	2,00	4,00
5.Effects and expressions	2,00	4,00
6.Techniques and effects on real image	2,00	4,00
7.After Effects 3D environment	1,00	2,00
8.Tools for productivity	1,00	2,00
9.Video export and encoding	1,00	2,00
10.Continuous evaluation practices and projects.	17,00	34,00

References

BASIC

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- Brinkmann, R. (2009). The Art and Science of Digital Compositing. San Diego: Academic Press [Imprint].
- Glintenkamp, P. (2011). Industrial light & magic: the art of innovation. 1st ed. Abrams.
- Mattingly, D. (2013). VFX y postproducción para cine y publicidad. Madrid: Anaya Multimedia.
- Geduld, M. (2012). After Effects Expressions. Burlington, Mass.: Focal Press/Elsevier.
- Dinar, E. (2017). The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for
- Directors, Producers, Editors and Cinematographers. 1st ed. New York: A Focal Press Book.

COMPLEMENTARY

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- Harrington, R., Stephens, G. and Vadnais, C. (2013). Broadcast graphics on the spot. Burlington, MA: Focal Press.
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- Wyatt, H. and Amyes, T. (2013). Audio post production for television and film. Burlington, MA: Focal Press.
- María Cecilia Brarda (2016). Motion Graphics Design: La dirección creativa en branding de TV
- Ian Crook, Peter Beare (2017) Fundamentos del motion graphics. Principios y prácticas de la animación

WEB

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for Post Production Professionals. [online] Available at: http://www.videocopilot.net
- Tutorials of motion graphics https://www.schoolofmotion.com/ [Accessed 8 Sep. 2021].
- Main Titles https://www.artofthetitle.com/ [Accessed 8 Sep. 2021].