## Information about the course

**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:** POSTPRODUCCIÓN

**Subject Matter:** ANIMACIÓN Y POSTPRODUCCIÓN. **Type:** Obligatoria

**Branch of knowledge:**

**Department:** Multimedia and Digital Arts

**Type of learning:** Classroom-based learning

**Language/-s in which it is given:**  Spanish

**Teachers:**

| 2052A | David Salvador Velez **(Profesor responsable)** | david.salvador@ucv.es |
|---|---|---|

## Module organization

**POSTPRODUCCIÓN**

| Subject Matter | ECTS | Subject | ECTS | Year/semester |
|---|---|---|---|---|
| ANIMACIÓN Y POSTPRODUCCIÓN. | 24 | 2D Animation | 6 | 3/1 |
| | | Motion Graphics | 6 | 2/1 |
| | | Post Production Visual Effects | 6 | 4/1 |
| | | Video and audio editing and compositing | 6 | 3/2 |

## Recommended knowledge

It is recommended that you have a certain level of proficiency in Adobe Illustrator and Adobe Photoshop.

## Learning outcomes

At the end of the course, the student must demonstrate having acquired the following learning outcomes:

R1 - Develop two-dimensional animations and resources to be used as material in the development of animation and/or video game projects.RA9.27 / RA2.18 / RA12.58

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Apply the principles derived from the concept of integral ecology to their proposals or actions, regardless of their scope, area of knowledge, and the contexts in which they are presented.

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

R10 - Apply the knowledge acquired in the course on basic retouching and colour adjustment in videos and/or motion graphics. RA12.66

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

R11 - Use software and basic techniques related to motion graphics animation for animation or video projects for video games, taking into account the sincere search for the full truth and the integration of all dimensions of the human being in the face of life's big questions, applying the principles derived from the concept of integral ecology and respecting and implementing the ethical principles and proposals for action derived from the sustainable development goals. RA12.67 / RA6.24 / RA7.24 / RA8.28

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

**Type of AR:** Competencias

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

R13 - Develop original ideas and proposals related to digital audio and video in animation and video game projects, taking into account the sincere search for the whole truth and the integration of all dimensions of the human being in the face of life's big questions, applying the principles derived from the concept of integral ecology and respecting and putting into practice the ethical principles and proposals for action derived from the sustainable development goals. RA9.34 / RA2.25/ RA6.25 / RA7.25 / RA8.30

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Apply the principles derived from the concept of integral ecology to their proposals or actions, regardless of their scope, area of knowledge, and the contexts in which they are presented.

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

## R14 - Use specific editing and post-production vocabulary in projects developed in the course. RA8.31

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

**Type of AR:** Competencias

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

## R15 - Apply the principles and fundamentals of editing and audiovisual language in the projects developed in the course. RA9.35 / RA12.68

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

## R19 - Create original audiovisual effects that are aesthetically suited to the requirements of the projects developed in the course. RA9.37 / RA2.27

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

**Type of AR:** Competencias

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

## R2 - Use the expressive language of audiovisual narrative in animation and/or digital video projects.RA9.28 / RA2.19 / RA12.59

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

## R22 - Create the necessary resources to develop visual effects for video games. RA12.72

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

## R24 - Apply special video and audio effects in animation and/or video projects for video games, taking into account the sincere search for the whole truth and the integration of all dimensions of the human being in the face of life's big questions, applying the principles derived from the concept of integral ecology and respecting and putting into practice the ethical principles and proposals for action derived from the sustainable development goals. RA12.74 / RA2.29 / RA6.26 / RA7.26 / RA8.33

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

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**Type of AR:** Competencias

- Apply the principles derived from the concept of integral ecology to their proposals or actions, regardless of their scope, area of knowledge, and the contexts in which they are presented.

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

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### R3 - Use specific vocabulary related to the field of two-dimensional animation in the projects developed in the course. RA8.25 / RA4.19

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

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**Type of AR:** Competencias

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

R4 - Develop two-dimensional animations, following the project methodology specific to animation projects, taking into account the sincere search for complete truth and the integration of all dimensions of the human being in the face of life's big questions, applying the principles derived from the concept of integral ecology and respecting and putting into practice the ethical principles and proposals for action derived from the objectives for sustainable development. RA9.29 / RA10.8 / RA12.60 / RA2.20/ RA6.23 / RA7.23 / RA8.27

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Apply the principles derived from the concept of integral ecology to their proposals or actions, regardless of their scope, area of knowledge, and the contexts in which they are presented.

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

## R5 - Apply the theoretical foundations of movement and animation to the projects developed in the course. RA9.30 / RA10.9 / RA12.61 / RA2.21

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

## R6 - Animar personajes y los diferentes elementos de un proyecto de animación en 2d para videojuegos. [RA9.31 / RA10.10 / RA12.62 / RA2.22]

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

R8 - Develop motion graphics (covers, interfaces, credits, etc.) for animation or video projects for video games. RA2.24 / RA9.33 / RA12.64

Learning outcomes of the specified title

**Type of AR:** Habilidades o Destrezas

- Demonstrate a high degree of autonomy in learning.

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

**Type of AR:** Competencias

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

# Assessment system

**In-person modality**

| Assessed learning outcomes | Granted percentage | Assessment tool |
|---|---|---|
| R8, R9, R10, R11 | 40,00% | SE6 – Practical exams. |
| R8, R9, R10, R11 | 60,00% | SE8 – Project development. |

**Observations**

Assessment System:There will be a total of three projects for continuous assessment and tutoring, each of which will be assessed with 10% of the final grade, for a total of 30%. Projects will be individual, unless otherwise specified by the teaching team in the project statement. Tutoring and monitoring of the project by the instructor is essential; projects that have not been tutored by the teaching team will not be accepted.Projects completed during in-person training activities will be assessed with 10% of the final grade.

The exam will consist of a final project and a final exam. The final project will be worth 20% of the final grade and will be tutored and supervised by the professor. The final exam will be worth 40% of the final grade, totaling 60% of the final grade. To pass the course, it is essential to score at least 3 points on the exam, which is obtained by adding the supervised final practical project and the final exam. To pass the final exam, it is also essential to obtain a 5 on the final exam evaluation. It is essential to submit the final practical project to take the exam; practical projects that have not been tutored by the professor will not be accepted. Students who do not submit all three continuous assessment projects or who fail the assessment will not be considered for the exam, and the grade will be maintained for the second sitting. However, if the teaching team deems it appropriate, a single assignment may be submitted in the second sitting (not to modify a grade from the first sitting), an individual exercise, at the discretion of the teacher, which would be averaged with the rest of the submissions from the first sitting.

Single Assessment:In accordance with Article 9 of the General Regulations for the Assessment and Grading of Official Studies and UCV-Specific Degrees, the single assessment is linked to the inability of students enrolled in a face-to-face degree program to attend. It is, therefore, an extraordinary and exceptional assessment system available to students who, with justification and

accreditation, are unable to submit to the continuous assessment system. They may request this from the professor responsible for the subject, who will expressly decide whether to accept the student's request for a single assessment and will inform them of the acceptance/denial.

For Motion Graphics, the minimum attendance requirement is 50%. This is the limit to be taken into consideration for any potential single assessment request. If granted, the request will be based on the following criteria: Completion of four theoretical and practical activities (40%) (in this case, tutor supervision will not be mandatory if the student deems it appropriate) and a final exam (60%). Completion of at least 50% of the theoretical and practical activities is mandatory to pass the course. The requirements for the second sitting will be the same, although students may also submit any of the theoretical and practical activities not completed in the first sitting.

Use of AIThe use of AI is permitted for:• Receiving feedback on the clarity or coherence of one's own text.• Improving the writing of written documents, provided the original content is the student's own.• Generating audiovisual material such as pieces or sections of projects created in the course. For all post-production projects, the submission of editing files is mandatory. The use of AI is not permitted for:• Replacing the post-production project creation process.• Presenting work generated by AI as one's own.• Recording or transcribing, in whole or in part, any classroom activity in order to obtain summaries or notes created by AI.Citation and attribution criteria:• If AI is used in any of the activities, the part of the activity, which AI was used, and what it was used for (image, video, audio creation) must be cited.• The use of AI will be assessed as part of the criteria for originality and knowledge of the techniques learned during the course.

Plagiarism, Copying, and Lack of Citations:Detection of plagiarism or copying of any work will result in failure of the assignment. Plagiarism is considered to include the use of other people's work not cited by the author or the abusive use of material not their own in the preparation of the assignment (more than 35%). Repeated copying of work will result in failure of all continuous assessment assignments.Cheating during the exam will result in failure of the entire subject, and the student will not be able to take the exam for the second sitting.A student's presence in the classroom at the start of the exam implies a grade for the exam. Students cannot claim to have failed the exam, even if they leave the room immediately after receiving it.

Criteria for Awarding a First Class Honors DegreeThe "Matrícula de Honor" (Honours Degree) may be awarded to students who have obtained a grade equal to or higher 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.

## 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.

# Training activities

The methodologies to be used so that the students reach the expected learning outcomes will be the following:

M4        MD4: Problem-solving exercises

M6        MD6: Project-based learning

**IN-CLASS TRAINING ACTIVITIES**

| ACTVITY | RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES | METHODOLOGY | HOURS | ECTS |
|---|---|---|---|---|
| AF4 – Application of the theory learned in real or simulated situations. | R8, R10, R11 | MD4: Problem-solving exercises  MD6: Project-based learning | 17,00 | 0,68 |
| AF6 – The student, individually or collectively, focuses on producing a tangible final result (product) that incorporates the knowledge and skills necessary for its realization. | R8, R10, R11 | MD4: Problem-solving exercises  MD6: Project-based learning | 43,00 | 1,72 |
| **TOTAL** | | | **60,00** | **2,40** |

**TRAINING ACTIVITIES OF AUTONOMOUS WORK**

| ACTVITY | RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES | METHODOLOGY | HOURS | ECTS |
|---|---|---|---|---|
| AF8 – Independent work. Study, memorization, exam preparation, practice of practical skills, preparation of assignments, essays, reflections, metacognitive activities, portfolio development, etc. | R8, R10, R11 | MD4: Problem-solving exercises  MD6: Project-based learning | 11,00 | 0,44 |
| AF6 – The student, individually or collectively, focuses on producing a tangible final result (product) that incorporates the knowledge and skills necessary for its realization. | R8, R10, R11 | MD4: Problem-solving exercises  MD6: Project-based learning | 17,50 | 0,70 |
| AF4 – Application of the theory learned in real or simulated situations. | R8, R10, R11 | MD4: Problem-solving exercises  MD6: Project-based learning | 61,50 | 2,46 |
| **TOTAL** | | | **90,00** | **3,60** |

# Description of contents

Description of content necessary for the acquisition of learning outcomes.

## Theoretical content:

| Block of content | Contents |
|---|---|
| 1. Introduction to post-production and graphic animation | 1.1-What are Motion Graphics?<br>1.2-Course content and objectives |
| 2. Workflow with After Effects | 2.1-Introduction to Adobe After Effects, Interface and workflow2.2-Layer parenting and Anchor Point |
| 3. Shape layers and text layers | 3.1-Shape layers<br>3.2-Masks<br>3.3-Text animation |
| Working with time | 4.1-Working with time. Principles of animation and character of movement. |
| 5. After Effects 3D environment | 5.1-After Effects 3D environment |
| 6. Effects and expressions | 6.1-Effects and expressions |
| 7. Techniques and effects in live action footage | 7.1-Techniques and effects in live action footage |
| 8. Transitions between scenes | 8.1-Cinematic narrative8.2-Transitions between scenes |
| 9. AI in audiovisual production | 9.1-AI in audiovisual production |
| 10. Practical work and continuous assessment projects | 10.1-Practical work and continuous assessment projects |

## Temporary organization of learning:

| Block of content | Sessions | Hours |
|---|---|---|
| 1. Introduction to post-production and graphic animation | 1 | 2,00 |
| 2. Workflow with After Effects | 2 | 4,00 |
| 3. Shape layers and text layers | 3 | 6,00 |
| Working with time | 3 | 6,00 |
| 5. After Effects 3D environment | 2 | 4,00 |
| 6. Effects and expressions | 3 | 6,00 |
| 7. Techniques and effects in live action footage | 3 | 6,00 |
| 8. Transitions between scenes | 2 | 4,00 |
| 9. AI in audiovisual production | 1 | 2,00 |
| 10. Practical work and continuous assessment projects | 10 | 20,00 |

## References

**BASIC**

- Christiansen, M. (2013). After Effects CS6.Classroom in a book. Madrid: Anaya Multimedia.
- 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.
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- 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.

**SUPPLEMENTARY**

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- 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**

- 3D & Motion Graphics Envato Tuts+. (2017). 3D Modelling & Cinema 4D Tutorials by Envato Tuts+. [online] Available at: http://ae.tutsplus.com [Accessed 2 Apr. 2017].
- Brodeur, D., Ashley, C., Ashley, C., Ashley, C. and Ashley, C. (2017). Blog - Greyscalegorilla -Cinema 4D Tutorials and Tools for Motion Graphic Designers. [online] Greyscalegorilla.com. Available at: http://greyscalegorilla.com/blog/ [Accessed 2 Apr. 2017].
- Creativecow.net. (2017). CreativeCOW. [online] Available at: http://www.creativecow.net [Accessed 2 Apr. 2017].

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- Tutorials of motion graphics https://www.schoolofmotion.com/ [Accessed 8 Sep. 2021].
- Main Titles https://www.artofthetitle.com/ [Accessed 8 Sep. 2021].