GRAP H3601: Motion Graphics

Module Title:	Motion Graphics
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	2 programme(s)

Teaching & Learning Strategies:	Students will work in a computer laboratory. Initially theoretical concepts will be explained and the students will then undertake practical assignments. A combination of tutorials, practicals and projects will be used. Particular emphasis will be placed on problem solving and project based learning.

Module Aim:	This module is intended to provide students with intermediate skills necessary to design and produce motion graphics in 2D & 3D space and as an introduction to basic compositing using industry standard Imaging & Motion graphics software.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Recognize and understand the fundamentals of Motion Graphics and basic Compositing in relation to Visual Media.
LO2	Identify and demonstrate the expression techniques of emotion used in the visual and auditory elements of Motion Graphics.
LO3	Develop and be able to demonstrate professional cross product workflow skills in creative video manipulation, motion graphics & basic compositing using industry standard software.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Application of Intermediate Motion Graphics Techniques Through the discussion of concepts and design students will be able to Implement Intermediate Motion Graphic techniques in order to achieve dramatic and artistic effects in video production.
Introduction to Basic 2D Compositing in Virtual 2D & 3D space Introduction to layer based compositing. Basic Compositing includes combining 2D elements with life action footage in a Virtual 2D or 3D space using Textures & Blending Modes, 3D cameras, Green Screen Editing, Masking and Element Replacements as well as Video FX and Transitions.
Final Graphics Project Producing a final creative videographics piece using video manipulation techniques created in industry standard software. A combination of Typography,Animation,Music, Photo & Video editing techniques will be used in order to create Bumpers, Title Animations & Music Video content.

Assessment Breakdown	%
Continuous Assessment	60.00%
Project	40.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Exercises based on various intermediate motion graphic & basic compositing techniques that the students must successfully complete.	1,2,3	20.00	n/a
Other	Written & Practical Assignments	1,2,3	20.00	n/a

Project

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Typical projects include: Producing Motion Graphics in the form of Logo's, Film Titles and Music Videos consisting of video footage, design and music/sound used in conjunction with each other.	1,2,3	60.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratories	Every Week	2.00
Independent Learning Time	Every Week	5.00
	Total Hours	7.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_EETVM_B	Bachelor of Science (Honours) in TV and Media Production	5	Mandatory
CW_EETVM_D	Bachelor of Science in TV and Media Production	5	Mandatory