

Liverpool John Moores University

Title: MOTION GRAPHICS
Status: Definitive
Code: **4029IMEDIA** (119022)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Ian Bradley	Y
Mark Smith	
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Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10.000
Tutorial	10.000
Workshop	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	PRACTICAL	PRESENTATION OF ARTEFACT	75.0	
Reflection	REFLECTION	EVALUATIVE REPORT	25.0	

Aims

1. To provide the student with the opportunity to develop specialist skills within motion graphics across a variety of distribution platforms.
2. To allow students the opportunity to explore the creative and technical aspects of type and motion graphics.

3. Encourage the development of an artefact utilizing motion graphic techniques.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a comprehensive understanding of motion graphic techniques
- 2 Demonstrate a comprehensive understanding of the creative and narrative possibilities inherent with motion typography and graphics
- 3 To reflect on the appropriateness of the finished digital artefact.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PRACTICAL	1	2
REFLECTION	2	3

Outline Syllabus

Overview of the ubiquity of motion graphics

Overview of the history and signification of typography

Explore the creative and narrative extent of motion graphics

Overview of the technical and creative requirements for different distribution platforms

Techniques utilizing Flash

Techniques utilizing After Effects

Learning Activities

Module delivered through combination of lectures, workshops and tutorials, underpinned by short exercises. Students will undertake group critiques and independent research.

Assignment tasks will be both formative and summative and will be undertaken in practical sessions or as self-study assignments.

References

Course Material	Book
Author	Baines, P. and Haslam, A.
Publishing Year	2005
Title	Type and Typography
Subtitle	

Edition	
Publisher	London, UK: Laurence King Publishing
ISBN	

Course Material	Book
Author	Drate, S., Robbins, D. and Salavetz, J.
Publishing Year	2007
Title	Motion by Design
Subtitle	
Edition	Har/DVD Edition
Publisher	London, UK; Laurence King Publishing
ISBN	

Course Material	Book
Author	Georgenes, C.
Publishing Year	2007
Title	How to Cheat in Adobe Flash CS3
Subtitle	
Edition	1st Ed
Publisher	Oxford, UK: Focal Press
ISBN	

Course Material	Book
Author	Green, T. and Dias, T.
Publishing Year	2007
Title	From After Effects to Flash
Subtitle	Poetry in Motion Graphics
Edition	
Publisher	California, USA: APress
ISBN	

Course Material	Book
Author	Meyer, T.
Publishing Year	2007
Title	Creating Motion Graphics with After Effects
Subtitle	
Edition	4th Ed
Publisher	Oxford, UK: Focal Press
ISBN	

Course Material	Book
Author	Woolman, M.
Publishing Year	2005
Title	Type in Motion
Subtitle	No. 2
Edition	
Publisher	London, UK: Thames and Hudson

Notes

This module serves both as a general introduction to the technical and creative solutions currently employed in the creation of the moving type and graphics and as a more specific introduction to the use of Adobe After Effects and Flash as the ubiquitous and industry standard software packages.

Motion graphics includes everything from basic rolling credits to complex movie title sequences and Flash based web intros. Motion graphics can exist on their own or augment live action sequences. Usually there is an element of typography involved and we need to take a look at the history and inherent meaning of different fonts in order that such meanings may be utilized to augment the 'narrative' possibilities within motion graphics.

You will be expected to create a motion graphic artefact that incorporates both an understanding and appreciation of design, motion design and narrative. Your final artefact will no doubt benefit through personal research that extends the knowledge of and examples of motion graphics related to you within lectures.