

## **NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY ART 270 – MOTION GRAPHICS I (3 CR.)**

### **Course Description**

Introduces fundamental concepts for motion graphics, including graphics and promos for television networks and film titles and logs for advertising. Focuses on design presentation and development, screen composition, graphic transitions and content. Lecture 2 hours. Studio instruction 2 hours. Total 4 hours per week.

### **General Course Purpose**

This course is designed to provide students the necessary knowledge for acquiring basic skills to create motion graphics used in time-based media including film and video production, animation, special effects and computer generated imagery (CGI). It will explore design concepts relevant to motion graphics production as well as the current tools and technologies needed to produce finished products.

### **Course Prerequisites/Corequisites**

Prerequisite: ART 140

### **Course Objectives**

Upon completing the course, the student will be able to:

- a) Assemble digital files using the basic components of time-based authoring software
- b) Incorporate various editing styles, approaches, and techniques in productions
- c) Create storyboards and animatics
- d) Synch audio to video accurately
- e) Use filters for both special effects and video adjustments
- f) Composite graphics through the use of masks and mattes
- g) Identify and create titles and graphics for time-based productions
- h) Design and utilize transitions within a production

### **Major Topics to be Included**

- a) What defines the art of motion graphics
- b) History of motion graphics and current styles
- c) Software and technical issues
- d) Video, film and online compositional formats and aspect ratios
- e) Pre-production
- f) Music, Foley and film
- g) Special effects and transitions
- h) Conceptual development strategies
- i) Television commercials