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Intro To Motion Graphics & Effects

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Introduction to Motion Graphics & Effects

MEDST 258 Section 1, 3 credits | Open Educational Resources (OERs) Faculty Fellowship Program 2024-2025 | Thursdays 1:40pm – 4:30pm | Online/Synchronous | Professor Andréa DeFelice | Office hours: Open - Email me at adefelice.edu@gmail.com

Links:

Dropbox: This link will be shared Privately in class (week 1) only to students enrolled. Links to class recordings will be distributed each week. Academic Commons: https://motiongraphicsfx.commons.gc.cuny.edu

OER-Calibrated COURSE DESCRIPTION:

Get a project-based approach to the aesthetic and technical aspects of motion graphics and effects. This introductory course is designed to inform and inspire beginners, while utilizing OER and zero-cost materials. Students enrolled in this course are provided a free Adobe CC license and taught to use Adobe After Effects. Students are also taught how to be resourceful by searching out open license/free media online, by way of reliable sources used by professionals in the VFX field. Together we'll learn capabilities and implement into class exercises and projects. Students learn the interface of industry-standard software. They are provided a server of free media, taught how to source free media, and taught how to use it. As they progress in the course learning the fundamentals of media management and workflow, technical use of software, and making actual motion graphics & effects projects, their independence and problem solving commensurate.

OER-Calibrated LEARNING OBJECTIVES:

- Familiarizing with Adobe After Effects as an industry tool; Overview of its setup, function, workspace and terminology. NOTE: The Adobe CC license is free until you complete the course.
- Fundamentals of working in AE: building compositions, layering, animating, adding effects. We'll employ these techniques to walk through sample projects, demonstrating how everything comes together in an actual workflow. File Structure and organization, professional workflow.
- Describing the core terminology of motion, graphics and effects.
- Exploring the emotions of motion graphics and design (high-energy vs. subtle, smooth).
- Sourcing media, Importing, using it and rendering it out.
- Maintain active & collaborative analysis of work. Deciding which tool is best to use for what you want.
- Design fundamentals, the impact of your edits and animations, movement that matches the meaning, legibility, visual hierarchy, timing visual events, animating to music, telling a story through visual communication.
- Be resourceful. Learn the rules, think critically and learn when and how to break them. Exercise innovation, risk-taking, underscore the importance of collaborating and communicating ideas.

You will get some media from me, then learn to source your own.

MATERIALS YOU ARE GETTING or "Zero Media Cost" (ZMC):

- Dropbox server. This will be an accessible link given to you the first day. Digital media/footage will be provided to you in this server. Class screen recordings of technical demonstration + A/V examples of work will be uploaded each week.
- YouTube channel. This will be shared for student work examples and submitted projects.
- Extreme Music. Assistance in accessing a massive license-only database for pro-audio tracks.

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- Zoom with closed-captioning and transcription. Each class will be live over Zoom in my pro-license account. You will be given a new secure link to join class each week.
- Free Media Access Resources and permission to use proxies/screener clips in your projects (Pond5, Envato, YouTube, Archive.org, Textures.com, Github, Freesound.org, Free Music Archive)
- Constant collaborating in the form of feedback, meetings, project screenings and rough-cut notes.
- Free Internet Tools to develop skills and enhance media rich projects (Github, Wetransfer, Youtube, LinkedIn Learning (Lynda), OpenAI)

WHAT YOU NEED (Some not ZMC, but affordable sources will be suggested):

- A reliable computer / laptop (Mac or PC)
- An external HDD with at least 128GB of free space. Check what TV & Media Facility at QC offers with a lab fee. You can also use one you already own. I will recommend stores with student discounts, provide links to product pages of hard drives that suffice and are affordable.
- Adobe CC license. After Effects (latest v.) installed and ready before class on Week 2.
- A solid Internet connection for all our class meetings.
- Headphones – Check with TV & Media Facility at QC offers with a lab fee
- A notebook (digital or analog); any note taking application - as you prefer.

PROJECTS & GRADING:

1. Exercise 1 10%
2. Exercise 2 15%
   These are small, warm-up exercises that teach & promote resourcefulness. They also match real-world projects.
3. Midterm project 20%
4. Final project 35%
5. Attendance/Prep/Professionalism* 20%
   I keep the attendance grade weight heavy to encourage and venerate student interaction.

*TIP: Attend our sessions and work along. Arrive on time each week. Joining late or leaving early is disruptive. I will see when you join or leave meetings and attendance will be tracked. No one is required to have their camera on, but I ask that you are physically and mentally "here" in all the meetings. Communicate any difficulties/hardships as soon as you are aware of them. Always feel free to reach out with questions.

ACADEMIC INTEGRITY & AI:

Queens College expects the highest standards of excellence and ethics from all of you. It is particularly important that you avoid plagiarism or submitting work that was not done by you. Violations of this policy will result in a failing grade and be reported to the college.

//////// SCHEDULE: Weekly demos/topics/assignment due dates TBD based on fall/spring schedule and holidays. If a week is pink it means assignment(s) are due.

Week 1 :: *Introduction to the course, Adobe After Effects*

- What is AE for?
- The language, motion graphics and effects
- Install the software, tour through course and online resources

Week 2 :: *Foundations I*

- Foundations of AE and exploring the user interface

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- Begin with compositions / sequences / media / layering
- Exercise 1 assigned

Week 3 :: *Foundations II; Exercise 1 is due*

- Animating with the timeline
- Adding effects to a layer
- Finishing with rendering
- Exercise 2 assigned from demos.

Week 4 :: *Creating a simple animation I; Exercise 2 is due; Midterm assigned.*

- Assign midterm – due Week 8
- Sourcing and importing media. Customizing and putting text in motion.

Week 5 :: *Creating a simple animation II:* *15-second commercial spot*

- Recap on last week's process.

Weeks 6-7 :: *Scheduled reviews and individual help.*

- Work on midterm project – 15-second commercial spot.

Week 8 :: *Midterm project due / Final project introduced*

- Choosing what you like. Intro to Design, telling a story through motion graphics and animated type.

Week 9 :: *Animation & Editing Techniques / First Draft of final outline is due*

- Basic cutting in AE and laying the foundation.
- Intermediate animation techniques
- Timing visual events
- Understanding mood and message

Week 10 :: *Animation / Effects / Sound*

- Creating effects
- Animation to sound

Week 11 :: *Planning your final project*

- Discussion of ideas for final.
- Individual project requirements and plan for independent working.

Weeks 12-13-14 :: Collaborative reviews

- Reviews, feedback and individual help.
- Everyone's work will be checked by the 14th week.

Week 15 :: Finalizing and planning delivery (last week before final)

- Checking content; Uploading to YouTube; Early collection and scheduling for final screening day.

Week 16 :: Final Project Due

- Delivery and screenings of finished works! Congratulations for completing the course.

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