



AEC40S – Course Outline

Prerequisite: TPR30s suggested

Introduction

Media tools such as those for creating motion graphics for the web, for movies and for broadcast have become extremely useful to modern designers. Using your knowledge of what works in other design forms like print design, you can develop ideas using motion and sound. Although the digital tools for motion design are relatively new, design for motion graphics are as old as the cinema. We will look at a variety of motion graphic in this course and work to produce our own. As with print graphics, well developed ideas will be the fuel to boost your work into the realm of motion and sound.

Purpose and Goals of this course

In this course students will develop advanced skills in television production. The purpose of this course will be to further develop skills acquired in CIM30S, and TPR30s, TPR or CIM is a prerequisite. Students will include in their work film effects including motion graphics.

There are three goals for each of you in this course:

1. To help you learn a variety of relevant and useful tools for producing motion effects and design.
2. To help you develop ideas for attracting and holding the attention of a media viewing audience.
3. To help you create several media-based project to enhance you design portfolio.

The tools we will use in this pursuit are Flash MX, Adobe After Effects, Motion, Adobe Premiere, Final Cut Pro, 3dsMax digital video, and various sound editing tools.

Expectations

Students will be expected to:

1. Create Storyboards for their productions
2. Demonstrate understanding of advanced video techniques
3. Research, write, design, film, and build, a complex Motion production
4. Work to a dead line
5. Design and create a student-directed project for study
6. Create a digital portfolio using the student's best productions and include all previous work.

Evaluation

Students will be given criteria for evaluation before they start any project. Criteria and performance-based evaluation will be used. Rubrics when applicable. Student self-evaluation when applicable.

Assignment weight:

70% Assignments

30% Assignment

100% Completion of Course

200% Total