



UNIVERSITI TEKNOLOGI MARA

CIT549: INSTRUCTIONAL CONTENT DESIGN

Course Name (English)	INSTRUCTIONAL CONTENT DESIGN APPROVED
Course Code	CIT549
MQF Credit	3
Course Description	This applications course provides both introductory information and application of skills and techniques necessary in the design and development, and evaluation of instructional video. These skills are particularly pertinent for efficient and cost-effective development of effective solutions to instructional problems. This course provides a hands-on approach in designing and developing instructional video to generate an effective message to target user. The syllabus of this course guides students to the procedures of implementing a systematic design and development, which involves the process of analyzing, planning, designing, developing and implementation of instructional communication for use in various settings, be it in training management or communication planning.
Transferable Skills	1) Teamwork Skills 2) Flexibility/Adaptability 3) Technical Skills
Teaching Methodologies	Computer Aided Learning, Project-based Learning
CLO	CLO1 Demonstrate entrepreneurial skills related to instructional design process CLO2 Explain the tools required in developing instructional video CLO3 Display the competencies in planning and designing instructional design project
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Getting to Know the Workflow 1.1) • Creating a project and importing footage 1.2) • Creating a composition and arranging layers 1.3) • About the Tools panel 1.4) • Animating the composition 1.5) • About the Timeline panel 1.6) • Previewing your work 1.7) • Rendering and exporting your composition	
2. 2. Creating A Basic Animation Using Effects and Presets 2.1) • Creating a new composition 2.2) • Working with imported Illustrator layers 2.3) • Applying effects to a layer 2.4) • Applying and controlling effects 2.5) • Applying an animation preset 2.6) • Adding transparency 2.7) • Rendering the composition	
3. 3. Animating Text 3.1) • Creating and formatting point text 3.2) • Using a text animation preset 3.3) • Animating with scale keyframes 3.4) • Animating type tracking 3.5) • Animating text opacity 3.6) • Animating a layer's position 3.7) • Timing layer animations 3.8) • Adding motion blur	

4. 4. Working with Shape Layers

- 4.1) • Adding a shape layer
- 4.2) • Creating custom shapes
- 4.3) • Duplicating shapes
- 4.4) • Duplicating and modifying a composition
- 4.5) • Positioning layers with snapping
- 4.6) • Adding the finishing touches

5. 5. Animating A Multimedia Presentation

- 5.1) • Adjusting anchor points
- 5.2) • Keyframing a motion path
- 5.3) • Animating additional elements
- 5.4) • Applying an effect
- 5.5) • About solid-color layers
- 5.6) • Animating precomposed layers
- 5.7) • Animating the background
- 5.8) • Adding an audio track
- 5.9) • Supported audio file formats

6. 6. Animating Layers

- 6.1) • Preparing layered Photoshop files
- 6.2) • About Photoshop layer styles
- 6.3) • Simulating lighting changes
- 6.4) • Animating movement in the scenery
- 6.5) • Animating the shadows
- 6.6) • Adding a lens flare effect
- 6.7) • Adding a video animation
- 6.8) • Rendering the animation
- 6.9) • Retiming the composition

7. 7. Working with Masks

- 7.1) • Creating a mask with the Pen tool
- 7.2) • Editing a mask
- 7.3) • About mask modes
- 7.4) • Feathering the edges of a mask
- 7.5) • Creating a Bezier mask
- 7.6) • Replacing the content of the mask
- 7.7) • Zooming and panning by touch
- 7.8) • Adding a reflection
- 7.9) • Creating a vignette
- 7.10) • Adjusting the timing
- 7.11) • Using the Rectangle and Ellipse tools

8. 8. Distorting Objects with The Puppet Tools

- 8.1) • About the Puppet tools
- 8.2) • Adding Deform pins
- 8.3) • Defining areas of overlap
- 8.4) • Stiffening an area
- 8.5) • Animating pin positions
- 8.6) • Squash and stretch
- 8.7) • Recording animation

9. 9. Using the Roto Brush Tool

- 9.1) • About rotoscoping
- 9.2) • Fine-tuning the matte
- 9.3) • Freezing your Roto Brush tool results
- 9.4) • Refine Soft Matte and Refine Hard Matte effects
- 9.5) • Changing the background
- 9.6) • Adding animated text

10. 10. Performing Color Correction

- 10.1) • Previewing your project on a video monitor
- 10.2) • Adjusting color balance with levels
- 10.3) • Adjusting color balance with Color Finesse 3
- 10.4) • Replacing the background
- 10.5) • Color-correcting using Auto Levels
- 10.6) • Motion tracking the clouds
- 10.7) • Replacing the sky in the second clip
- 10.8) • Color grading

11. 11. Using 3d Features

- 11.1) • Creating 3D text
- 11.2) • Using 3D views
- 11.3) • Importing a background
- 11.4) • Adding 3D lights
- 11.5) • Adding a camera
- 11.6) • Repositioning layers
- 11.7) • Adding a text layer

12. 12. Working with the 3d Camera Tracker

- 12.1) • Repairing rolling shutter distortions
- 12.2) • Tracking the footage
- 12.3) • Creating a ground plane, a camera, and the initial text
- 12.4) • Adding ambient light
- 12.5) • Creating additional text elements
- 12.6) • Locking a layer to a plane with a null object
- 12.7) • Animating the text
- 12.8) • Adjusting the camera's depth of field
- 12.9) • Rendering the composition

13. 13. Advanced Editing Techniques

- 13.1) • Using Warp Stabilizer VFX
- 13.2) • Bicubic scaling
- 13.3) • Warp Stabilizer VFX settings
- 13.4) • Using single-point motion tracking
- 13.5) • Checking for drift
- 13.6) • Moving and resizing the track points
- 13.7) • Using multipoint tracking
- 13.8) • mocha for After Effects
- 13.9) • Creating a particle simulation
- 13.10) • Understanding Particle Systems II properties
- 13.11) • About high dynamic range (HDR) footage

14. 14. Rendering and Outputting

- 14.1) • Creating templates for the Render Queue
- 14.2) • Exporting using the Render Queue
- 14.3) • Preparing movies for mobile devices
- 14.4) • Rendering movies with Adobe Media Encoder
- 14.5) • Preparing a movie for broadcast output

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Two individual's video assignments using an After Effects application about Myself and PSA video	30%	CLO1
	Group Project	A group task to display an instructional video and short documentary about a product with an appropriate proposal and storyboard	60%	CLO3
	Lab Exercise	Two individual's computer lab tests to demonstrate the basic tools of software using the transform effects and tracking techniques	10%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> Fridsma, L. & Gyncild, B. 2017, <i>Adobe After Effects CC Classroom in a Book: The official training workbook from Adobe Systems.</i>
	Reference Book Resources	<ul style="list-style-type: none"> Smith, J. 2014, <i>After Effects CC Digital Classroom</i>, 1st Ed., Wiley Knight, J. 2014, <i>Focus on Teaching: Using Video for High-Impact Instruction</i>, 1st Ed., Corwin Kemp, J, Morrison, G and Ross, S. 2000, <i>Designing Effective Instruction</i>, 3rd Ed., Prentice Hall Smith, P & Ragan, T. J. 1999, <i>Instructional Design</i>, Prentice Hall

Article/Paper List	This Course does not have any article/paper resources
---------------------------	---

Other References	This Course does not have any other resources
-------------------------	---