



UNIVERSITI TEKNOLOGI MARA

GDM625: MOTION GRAPHICS

Course Name (English)	MOTION GRAPHICS APPROVED
Course Code	GDM625
MQF Credit	3
Course Description	This course will guide the students to learn basic techniques in producing a motion graphic project. The students will be exposed on the purpose and usage of motion graphic in industry. Through tutorial, they will learn basic techniques in motion graphic such as animation, motion tracking, special effects and expression.
Transferable Skills	<ol style="list-style-type: none">1. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.2. Demonstrate the ability to dream, imagine and visualize.3. Demonstrate analytical skills using technology.4. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.5. Demonstrate ability to investigate problems and provide effective solutions.6. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions.7. Demonstrate professional skills, knowledge and competencies.
Teaching Methodologies	Lectures, Demonstrations, Discussion, Presentation, Self-directed Learning
CLO	CLO1 Express knowledge about basic techniques in motion graphic CLO2 Identify suitable techniques for different purposes CLO3 Develop a motion graphic project
Pre-Requisite Courses	No course recommendations
Topics	1. Lesson 01 (Week 2) : Animation Techniques 1.1) o Composition 1.2) o Basic animation 1.3) o keyframing

<p>2. Lesson 02 (Week 3) : Layer management 2.1) o Working with layer 2.2) o Trimming 2.3) o Motion blur</p>
<p>3. Lesson 03 (Week 4) : Modes, Masking & Mattes 3.1) o Blending modes 3.2) o Masking techniques 3.3) o Using mattes</p>
<p>4. Lesson 04 (Week 5) : 3D effects 4.1) o Understanding camera 4.2) o lighting 4.3) o 3D space</p>
<p>5. Lesson 05 (Week 6) : Text and animation 5.1) o Creating text 5.2) o Animating the text</p>
<p>6. Lesson 06 (Week 7) : Applying effects 6.1) o Effect controls 6.2) o Compound effects 6.3) o presets</p>
<p>7. Lesson 07 (Week 8) : Keying and Coloring 7.1) o Color management 7.2) o Keying</p>
<p>8. Lesson 08 (Week 9) : Timing and tracking 8.1) o Frame rate 8.2) o Motion</p>
<p>9. Lesson 09 (Week 10) : Drawing 9.1) o Shape 9.2) o Paint 9.3) o Vector style</p>
<p>10. Lesson 10 (Week 11): Using audio 10.1) o Inserting the audio 10.2) o Editing the audio</p>
<p>11. Lesson 11 (Week 12): Creating expression 11.1) o Creating expression 11.2) o Controlling expression</p>
<p>12. Lesson 12 (Week 13): Integration with different files 12.1) o 3D 12.2) o video</p>
<p>13. Lesson 13 (Week 14): Exporting and Rendering 13.1) o Render setting</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	- Research on any existing countdown - Propose a concept - Design sketches and storyboard - Design the layout - Animate the transition in 10 seconds	30%	CLO1
	Assignment	- Research on animation principle - Propose a concept from words - Design the sketches and storyboard - Animate the words	30%	CLO2
	Assignment	Research on any existing video clip - Propose a concept - Design a storyboard - Produce the video	40%	CLO3

Reading List	Recommended Text	Meyer, C & Meyer T. 2008, <i>Creating Motion Graphic with After Effects</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	