Module specification

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Module code	ARD475
Module title	Essential Animation and Motion Graphics using Adobe After Effects
Level	4
Credit value	20
Faculty	Faculty of Art Science and Technology
Module Leader	Dr Rafiq Elmansy
HECoS Code	100440 – Digital Media
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (hons) Graphic Design	Standalone module aligned with Graphic design

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	18 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work-based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

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Initial approval date	17/12/2021
With effect from date	17/12/2021
Date and details of revision	

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Version number	1.0

Module aims

After Effects courses help you bring your creative ideas to life using the leading tool in motion graphics, these courses will prepare you on both academic and professional levels to use After Effects software to plan, develop, and integrate motion graphics projects with creative projects.

This essential level course allows you to explore Adobe After Effects through a hands-on approach. You will be introduced to Visual Effects & Motion Graphics Using Adobe After Effects. This course will help you put your creative ideas into action by integrating theory and practice into tasks that prepare you for your future career in motion graphics.

Certification

This module will prepare you for the Advanced module. Both essential and advanced modules will prepare you for the Adobe certification exam. For more information follow the link: Visual Effects & Motion Graphics Using Adobe After Effects. Taking the certification exam is optional and the student is responsible for any fees.

What will be your future career?

The list below includes examples of the future career paths that involve After Effects:

- Motion graphics professional
- Multimedia designer
- Digital designer
- Video production engineer
- Video/Film professional

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate an understanding of the design process and project specification challenges within Animation and Motion Graphics using Adobe After Effects.
2	Demonstrate essential knowledge of Adobe After effects tools.
3	Complete a series of questions based on Adobe After Effects within the field of Animation and Motion Graphics.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The summative assessment of the module is through a Moodle Quiz of 30 questions. The module is pass or fail. The pass mark is 20 correct answers out of a possible 30 questions.

Students will be given an opportunity to re-sit the test in the event of failing to achieve the pass mark.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	In-class test	Pass/Fail

Derogations

None

Learning and Teaching Strategies

How will you learn?
You will learn using a hands-on practice that merges both theory and practice related to creating vector graphics. The course will be based on tasks that you are expected to have in your future career as a graphic designer.

How will this course prepare you for the ACA exam?
This course will walk you through the topics and objectives described in Adobe Certified Associate exam guide. Also, it will provide practical examples of the ACA exam questions to prepare you for the exam challenge.

How will this course prepare you for your study?
This course gives you the chance to learn the tool required to complete your motion graphics projects and use the different features to fuel your creative ideas.

The module delivery will be broken down into the required 36 hours of contact time. Utilising the ALF framework and a blended approach to delivery. 3 hours per week over 6 weeks face to face (either on campus or online) and 3 hours per week over six weeks of online practical content.

Adobe After Effects Essential

This is a beginner level. You are expected to have no or very early experience of Adobe After Effects.

Course Outline:

- **Introduction to Motion Graphics**
  - Understanding project specifications
  - Key terminology related to digital audio and video
  - Permissions and copyrights
- **Motion Graphics Principles**
  - Basics of motion graphics and animation
  - Storyboarding and planning compositions
  - Scenes, cameras and light
- **After Effects Interface**
  - After Effects UI Anatomy
  - The essential steps of animation
- **Animation**
  - Keyframing, timing and interpolation
  - Layer transform properties
  - Use design elements and solids
  - Switches and Modes
  - Pre-compose layers and refining animations
- **Working with Shapes & Vectors**
  - Generating strokes
  - Adding and animating layer styles
  - Animating outlines
  - Advanced type animation
  - Animating Masks
- **Text animations**
  - Text and Video
  - Animate text layers
  - Animation presets and text animators
- **Visual Effects**
  - Apply effects
  - Edit, retime and re-order effects
  - Effect parameters
  - Colour correct videos
- **Masking**
  - Explore mask types
  - Hide and reveal the content
  - Use customs shapes and Pen tools for masks
  - Mask properties
- **Adjustment layers**
  - Affect multiple objects
  - Apply and edit adjustment layers
  - Mask effects with adjustment layers
- **Parenting**
  - Link layers with parenting
  - Understand the benefits of parenting
- **Motion tracking**
  - Track moving objects
  - Make content follow tracked objects

- Stabilise motion
- **Working with Audio**
  - Add audio
  - Animate volume
- **3D layers**
  - Convert to 3D layers
  - Use multiple views and cameras
  - Animate in 3D
- **Integration with Adobe programs**
  - Import Photoshop files
  - Import Illustrator files
  - Round-trip between programs
- **Puppet Pin**
  - Create a mesh, pins and animate pins
  - Randomise movement of pins
- **Export Video**
  - Export with the Media Encoder
  - Export with the Render Queue
  - Understand codecs and file formats

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads
- After Effects tutorials:
  - https://helpx.adobe.com/after-effects/tutorials.html

Other indicative reading
- **Career Path Courses:**
  - Become a Motion Graphics Artist
- **Certiport Exam Tutorials:**
  - https://certiport.pearsonvue.com/Educator-resources/Exam-details/Exam-tutorials
- **LinkedIn Learning Courses:**
  - After Effects 2021 Essential Training: The Basics
  - After Effects CC 2021 Essential Training: Motion Graphics
  - Master After Effects

Employability skills – the Glyndŵr Graduate

Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Creative

Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication