Washtenaw Community College Comprehensive Report

VID 277 Video Graphics II
Effective Term: Fall 2013

Course Cover
Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Video Production
Course Number: 277
Org Number: 14500
Full Course Title: Video Graphics II
Transcript Title: Video Graphics II
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
   Consultation with all departments affected by this course is required.
   Course title
   Distribution of contact hours
   Outcomes/Assessment
   Objectives/Evaluation
Rationale: Title change.
Proposed Start Semester: Fall 2013
Course Description: In this course, students build upon the basic skills learned to produce advanced motion graphics compositions. Software, such as Adobe After Effects, is used to create motion graphics compositions. Students will create original work based on advanced concepts such as color-screen keying, particle effects, three-dimensional space, and geometric motion. Students will expand their ability to create motion graphics through critical review of work from industry professionals. The title of this course was previously Advanced Video Graphics II.

Course Credit Hours
Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 15 **Student:** 15
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 60 **Student:** 60
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
No Level Required

Requisites

Prerequisite
VID 276 minimum grade "C"

General Education
Request Course Transfer
Proposed For:
Eastern Michigan University
Kendall School of Design (Ferris)
Lawrence Tech

Student Learning Outcomes

1. Conceptualize, write and produce advanced animation exercises, mid-term and final projects.
    Assessment 1
    Assessment Tool: Final portfolio
    Assessment Date: Winter 2013
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All
    Number students to be assessed: 50% of the students
    How the assessment will be scored: departmentally-developed rubric
    Standard of success to be used for this assessment: 70% of the students will score 70% or higher
    Who will score and analyze the data: Departmental faculty

2. Demonstrate advanced technical and artistic capabilities and navigational skills with software application (After Effects).
    Assessment 1
    Assessment Tool: Final portfolio
    Assessment Date: Winter 2013
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All
    Number students to be assessed: 50% of the students
    How the assessment will be scored: departmentally-developed rubric
    Standard of success to be used for this assessment: 70% of the students will score 70% or higher
    Who will score and analyze the data: Departmental faculty

3. Critique animations.
    Assessment 1
    Assessment Tool: Final portfolio
    Assessment Date: Winter 2013
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All
    Number students to be assessed: 50% of the students
    How the assessment will be scored: departmentally-developed rubric
    Standard of success to be used for this assessment: 70% of the students will score 70% or higher
    Who will score and analyze the data: Departmental faculty

Course Objectives
1. Identify and analyze 2D (flat) objects animated in 3D environments creating "apparent depth" by observing examples of finished animations.
    Matched Outcomes
2. Conceptualize 3D space using the x-y-z axis system.
    Matched Outcomes
3. Animate flat objects in 3D space.

Matched Outcomes
4. Apply learned techniques to create a fluid animation which clearly conveys desired intent.
    Matched Outcomes
5. Submit animation to instructor and to other student for review and critique.
    Matched Outcomes
6. Identify and analyze the "color screen keying" technique by observing examples of color screen keying.
    Matched Outcomes
7. Write a short script that incorporates color screen techniques.
    Matched Outcomes
8. Setup and participate in a color screen video shoot.
    Matched Outcomes
9. Apply learned techniques to create a brief, yet coherent video that clearly conveys the intent of the script.
    Matched Outcomes
10. Submit video to instructor and to other students for review and critique.
    Matched Outcomes
11. Identify and analyze animations using motion based on geometric principles such as the "spring-like" motion technique by observing examples of finished animations.
    Matched Outcomes
12. Learn the essentials of how to use mathematical expressions to create geometric motion.
    Matched Outcomes
13. Apply learned techniques to create a fluid animation that clearly conveys desired geometric motion intent.
    Matched Outcomes
14. Submit geometric motion animation to instructor and to other students for review and critique.
    Matched Outcomes
15. Identify and analyze the particle generation technique by observing examples of finished animations.
    Matched Outcomes
16. Learn the essentials of how to generate particles and influence their behavior.
    Matched Outcomes
17. Apply learned techniques to create a fluid animation that clearly conveys desired particles and simulation effects intent.
    Matched Outcomes
18. Submit particles and simulation effects animation to instructor and to other students for review and critique.
    Matched Outcomes
19. Critique examples of complex animations.
    Matched Outcomes
20. Identify how skills and techniques from the course objectives can be used to create a complex, original animation as a "final project."
    Matched Outcomes
21. Write a proposal declaring intent for "final project" describing the intended creative process.
    Matched Outcomes
22. Create a complex, original animation as outlined in the "final project" proposal using skills and techniques learned in the course objectives.
    Matched Outcomes
23. Present "final project" to instructor and to other students for review and critique.
    Matched Outcomes
24. Write a brief essay describing the actual creative process of the "final project" and how it may have differed from the intended creative process.
    Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software
    Lynda.com. Lynda.com, Lynda.com ed.
    On-line software exercises and application.

Equipment/Facilities

Level I classroom

Reviewer	Action	Date
Faculty Preparer:		
Matthew Zacharias	*Faculty Preparer*	*Aug 23, 2012*
Department Chair/Area Director:		
Jason Withrow	*Recommend Approval*	*Aug 24, 2012*
Dean:		
Default Washtenaw	*Default*	*Oct 23, 2012*
Vice President for Instruction:		
Stuart Blacklaw	*Approve*	*Mar 12, 2013*