

NAVAJO TECHNICAL UNIVERSITY

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IT 215

MOTION GRAPHICS, After Effects

MW 5:00-6:15, Fall 2013

Location: Tech Building, Room 333

Instructor: Matthew Bollinger

Email: mbollinger@navajotech.edu

Office: IT Center, Rm 102

Office Hours: By Appointment

Course Description:

This course intersects images, video, typography, and sound to create title design, animation, logos, music clips, and experimental work. With the advent of web-based video sharing (YouTube, Vimeo) and mobile video devices (iPods), motion graphics are unlimited in their creative, practical, and distributive possibilities. This course will enable students to create professional-quality motion graphics in Adobe After Effects that can be integrated into film, DVD, and the web for presentation on mobile and stationery devices. Critique is focused on concept as well as the work's execution and design aspects, including motion, transition, color, and composition. Assignments that incrementally combine these aspects are completed along with a comprehensive final project. As a foundation for studio practice in motion graphics, students will study the evolution of work from the non-narrative experimental films and print work of the 30s, to the innovative movie titles of Saul Bass in the 50's, to the emergence of MTV in the 80's, as well as the influence of new technologies and media artists in the 90's and early 21st century. Familiarity with Photoshop and Illustrator is useful.

Course Organization:

This is a lecture-lab course in which topics are presented by the instructor, methods are explained, and assigned tasks are completed by students both *during lab periods and outside of class*. This Motion Graphics course assumes no previous After Effects experience or training, so the initial emphases are on the use of basic software and procedures. In addition to regular lab hours, a minimum of nine hours of lab time is expected from students.

Required Text:

Adobe After Effects CS6, Classroom in a Book
The Official Training Workbook from Adobe Systems

Required Material:

External Hard Drive
Flash/USB Drive
Vimeo Account