

Department of Liberal Education
Era University, Lucknow
Course Outline
Effective From: 2023-24

Name of the Program	B.A. / B.Sc. (LIBERAL EDUCATION)			Year/ Semester:	3rd/ 5th
Course Name	Motion Graphics Composting & Visual Effects	Course Code:	ANI301	Type:	Theory
Credits	03			Total Sessions Hours:	45 Hours
Evaluation Spread	Internal Continuous Assessment:	40 Marks		End Term Exam:	35 Marks
Type of Course	<input type="radio"/> Compulsory	<input checked="" type="radio"/> Core	<input type="radio"/> Creative	<input type="radio"/> Life Skill	
Course Objectives	<ol style="list-style-type: none"> The techniques and concepts behind animation and motion graphics as well as an ability to communicate and translate ideas into appealing motion design Motion graphics designers, sometimes just called motion designers, create artwork for the web, television or film. They use visual effects, animation and other cinematic techniques to bring life to their creations. They design graphics that are in motion—just as their title suggest. 				
Course Outcomes(CO): <i>After the successful course completion, learners will develop following attributes:</i>					
Course Outcome (CO)	Attributes				
CO1	Student will Create motion graphics presentations using industry-standard tools, Communicate messages through motion graphics design.				
CO2	Student will learn: Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creative solve communication problems. Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.				
CO3	Distinguish and manage a variety of common media file types, Apply basic techniques of working with audio in a video application. Perform key framing of basic transform tools and effects properties.				
CO4	Create animated movies from still and video assets. There are four main business objectives that motion graphics and animation can help achieve explaining, training, selling, and telling.				
Pedagogy	Interactive, discussion-bases, student-centered, presentation.				
Internal Evaluation Mode	Mid-term Examination: 20 Marks Class test: 05 Marks Online Test/Objective Test: 05 Marks Assignments/Presentation: 05 Marks Attendance: 05 Marks				
Session Details	Topic			Hours	Mapped CO
Unit 1	Introduction to Adobe After effects Adobe after effects allows you to create videos containing animation and special effects for graphics-related projects.			15	CO1

	<p>After Effects is used to animate, alter, and composite media using various tools and optional plug-ins. The program is widely used by motion-graphics, visual effect for post-production.</p> <p>Advanced Video Creation and Editing Techniques</p> <ul style="list-style-type: none"> • Working with Masks • Animating Layers • Working in 3D 													
Unit 2	<p>Motion Graphics</p> <p>It helps to create illusion of movement, changes over time. Animating a layer or an effect on a layer by changing one or more of its properties and basic transitions. This workflow used to model and animate the motion graphics assets. While Motion Graphics depend vigorously on programs like After Effects to make fascinating pieces that assistance impart or pitch a remark gathering of people, additionally need to coordinate 3D components into the plan is required.</p> <ul style="list-style-type: none"> • Creating 2D-3D animation • Effects & Presets • Compiling • Editing and adding transitions 	10	CO2											
Unit 3	<p>Composition</p> <p>A composition is the framework for a movie. A typical composition includes multiple layers that represent components such as video and audio footage items, animated text and vector graphics, still images, and lights Compositions are essentially independent timelines. So you can think of each composition as being a separate movie project. Compiling and editing video/movie soundtracks.</p>	10	CO3											
Unit 4	<p>VFX (Visual Effect)</p> <p>In film: making, visual effects are the processes by which image create and or manipulated outside the context of a live action shot.</p> <ul style="list-style-type: none"> • Keying • Tracking • Compositing and animation. 	10	CO4											
CO-PO and PSO Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1			2		2				1				2	
CO2		1				1				3				
CO3	2											2		
CO4				3			2			2				1
<i>Strongcontribution-3, Averagecontribution-2, Lowcontribution-1,</i>														
Suggested Readings:														
Text- Books	<ol style="list-style-type: none"> 1. Creative Motion Graphic Titling for Film, Video, and the Web: Dynamic Motion Graphic Title Design Hardcover – 12 March 2018 by Yael Braha 2. VFX and CG Survival Guide for Producers and Film makers (VFX and CG 													

	Survival Guides Book 1) Kindle Edition by Farhan Qureshi	
Reference Books	https://assets.ctfassets.net/22n7d68fswlw/57iltT05cAuAWc2IGw2GOs/872536968e229a354b419009a3b51b0c/Arc-Productions-VFX-Presentation_2.pdf	
Para Text	<p>Unit 1:</p> <ol style="list-style-type: none"> https://youtu.be/Xv8JBXPgeI8?list=PLW-zSkCnZ-gD8OcjTPu-u_Rxl9-kl9Xqr https://www.youtube.com/watch?v=OWy7v_xVcj4 https://youtu.be/gToF5P3ueO4 <p>Unit 2:</p> <ol style="list-style-type: none"> https://youtu.be/YqD-Slc9N74 https://youtu.be/5PNotJrwwYY?list=PLWYr0cXOQTLczRISioyNG90GgvbIR33j7 <p>Unit 3:</p> <ol style="list-style-type: none"> https://youtu.be/7ZL3C_adj2c?list=PL8bFzmxNj3c56ZHrRVGoRF1p9pub7urEU <p>Unit4:</p> <ol style="list-style-type: none"> https://youtu.be/TI_JDQB1wG8?list=PLLeCPARvWzINSt4Gob0JR6oDNpaD-3qM https://youtu.be/YefXd770d4g 	
Recapitulation & Examination Pattern		
Internal Continuous Assessment:		
Component	Marks	Pattern
Mid Semester	20	<p>Section A: Contains 10 MCQs/Fill in the blanks/One Word Answer/ True-False type of questions. Each question carries 0.5 mark.</p> <p>Section B: Contains 07 descriptive questions out of which 05 questions are to be attempted. Each question carries 03 marks.</p>
Class Test	05	Contains 05 descriptive questions . Each question carries 01 mark.
Online Test/ Objective Test	05	Contains 10 multiple-choice questions . Each question carries 0.5 mark.
Assignment/ Presentation	05	Assignment to be made on topics and instruction given by subject teacher
Attendance	05	As per policy
Total Marks	40	

Course created by: **Ms. Iffat Jahan**

Signature:

Approved by: **Mr. Gaurav Rawat**

Signature: 