

Programme: B.Sc. Animation and VFX		Year: 2nd	Semester: III
Course Code: VOC193		Course Title: Motion Graphics Fundamentals	
Course outcomes: • Understand the principles and applications of motion graphics in digital media and visual communication. • Apply design principles, typography and animation techniques to create engaging motion graphics. • Demonstrate proficiency in industry-standard motion graphics software and workflow. • Develop creative motion graphics for branding, advertising and digital media platforms. • Produce and present a professional motion graphics project demonstrating technical and artistic skills.			
Credits: 3		SEC	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Unit	Topics		No.of Lectures Total=60
I	Introduction to Motion Graphics: Evolution and Applications of Motion Graphics, Motion Graphics in Film, Television, Advertising and Digital Media, Principles of Motion Design, Visual Communication, Design Elements, Typography, Colour Theory, Motion Graphics Workflow and Industry Overview.		15
II	Motion Design Principles and Animation Techniques: Keyframe Animation, Timing and Spacing, Ease In & Ease Out, Motion Paths, Shape Animation, Kinetic Typography, Logo Animation, Lower Thirds, Infographics and Storytelling through Motion Graphics.		15
III	Motion Graphics Production: Introduction to Adobe After Effects Interface, Composition Settings, Layer Management, Masks, Track Mattes, Shape Layers, Basic Effects, Transitions, Audio Integration, Rendering and Export Settings for Digital Platforms.		15
IV	Motion Graphics Project and Portfolio Development: Motion Graphics for Social Media, Broadcast Graphics, Promotional Videos, Title Sequences, Brand Identity Animation, Motion Design Project Planning, Portfolio Development, Project Presentation and Creative Review.		15
Suggested Readings: ❑ Austin Shaw – <i>Design for Motion: Fundamentals and Techniques of Motion Design</i> ❑ Chris Jackson – <i>After Effects Apprentice</i> ❑ Trish & Chris Meyer – <i>Creating Motion Graphics with Adobe After Effects</i> ❑ Richard Harrington – <i>Motion Graphics with Adobe Creative Cloud</i>			

Suggested Continuous Evaluation Methods:

- ☐ *Motion Design Exercises*
- ☐ *Typography Animation Assignments*
- ☐ *Logo Animation Project*
- ☐ *Social Media Motion Graphics Design*
- ☐ *Broadcast Graphics Exercise*
- ☐ *Mini Motion Graphics Project*
- ☐ *Portfolio Review*
- ☐ *Viva Voce*

Suggested equivalent online courses:

- ☐ *Motion Graphics with Adobe After Effects – LinkedIn Learning*
- ☐ *Motion Design Fundamentals – Coursera*
- ☐ *Adobe After Effects Essentials – Udemy*

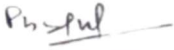

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