

Canguo Liu, ART 265 - CRN: 74147

Motion Design

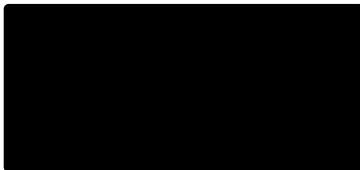
Never Sit Still.

Introduces students to the principles and elements of motion graphic design. Topics include motion graphics and typography, principal of video editing and visual effects, user interface animation and basic 3D modeling and 3D animation. Transfer: CSU.



Never Sit Still.

*Weekly schedule subject to changes



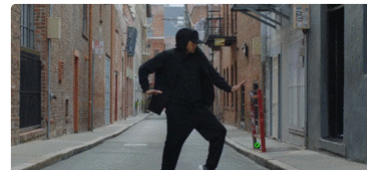
Motion Basics

Timelines, basic animation, After Effects and video editing.



Video Editing

Set I/O for footages, add transitions and effects, Premiere Pro workflow.



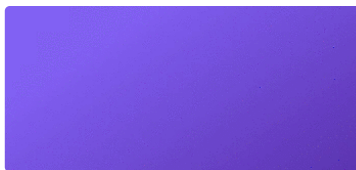
Visual Effects

Adobe After Effects rotoscoping, objects removal and effects system.



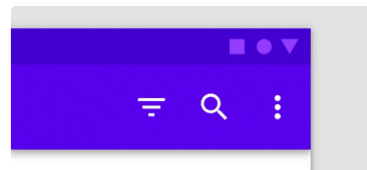
Title Sequences

Create title sequences use different ideas and strategies in PR and AE.



3D and AR

Learn how to use Dimension and Aero, create AR experience or 3D space arts.



UX Animation.

After Effects precise control speed between keyframes use speed graph.

Contact & Office Hours

Instructor Canguo Liu c4xd.com	Contact Canguo_liu@cuesta.edu Canvas Message <i>within 24 hours weekdays</i> <i>Online office hours are appointment based</i>	Lab 7138 a newly upgraded lab that provides the latest digital tools for design and art!
Studio Hours (Projects) Tuesday, Wednesday 3-4pm	Office Hours (In-Person) Mon. - Thursday - 8-9 am Monday 3-4pm 7137 or 7130	In-person and synchronous In-person requires meetings in the lab.

ART 265 Learning Outcomes



Apply fundamental motion graphic design software operations.



Combine text and images with basic design competency using the elements and principles of motion graphic design.



Demonstrate knowledge of essential motion graphics design principles and elements of visual communication.

ART 265 Course Objectives

Demonstrate the creative use of Adobe After Effects, Adobe Premiere Pro and other motion graphic software with a basic level of competency.

Demonstrate the understanding of principles of motion design workflow.

Integrate Adobe Creative Cloud and other tools to explore alternative motion design concepts and solutions for time-based motion work.

Demonstrate the understanding of 3D modeling and 3D printing.

Employ online resources for continued skill development using motion software.

Analyze and apply the elements and principles of motion design to create aesthetically successful visual motion works.

Analyze and apply inspiration, ideas, and techniques from contemporary professional design work.

Evaluate and discuss motion design works utilizing the vocabulary of professionals.

ART 265 Topics & Scope

Adobe After Effects, Adobe Premiere Pro and motion design workflow, including creating projects, importing footage, composition, arranging layers, rendering, exporting footage.

Principles of Motion Design, video editing, visual effects and color grading, including timeline, key frames, project preparation and footages, video code and quality standards. Video upload to online services such as YouTube and Vimeo.

Motion typography and Web, UI animation, including text animation preset, animation and timeline properties. Motion path, video composition and layer mask.

3-D space, 3-D modeling and animation, 3D printing, including 3D camera, Cinema 4D lite and 3D print document preparation.

Motion design resources and training, such as online resources, readings and recommend video list.

Presentations of motion design work by contemporary and historical professional designers. Keynote, preview in applications, projector setup and basic of live projection.

THINGS SHOULD KNOW

Information, Policies and Support

Online only content show as red icons



Graphic Lab 7138

For in-person classes, we have designated the 7138 lab near Cuesta Gallery as the location. Each student will be assigned a computer device in the lab, which should be returned to the charging rack before leaving. The lab has been redesigned to offer flexible seating options, allowing you to sit or stand anywhere within or near the lab.



Difficulty Level

Our course content is designed to be at a moderate-easy difficulty level, taking into consideration that you may be a relative beginner when it comes to using certain applications for the first time. We provide comprehensive instruction and support to ensure a smooth learning experience for all students.



Grading

Canvas grading is not always equals your grade. Final Portfolio is key to success in a creative class. In-person classes don't use Canvas Grading. Read [Cuesta Grading Policies](#).



Textbook

No textbook is required. We use a public website, our recorded demo videos, instruction pages and other digital resources.



Accommodations

Course created with ADA compliance, other accommodations can be made such as extended time on exams. Don't hesitate to get in touch with [DSPS \(Disabled Student Programs & Services\)](#) at 805-546-3148.



Technical Support

Cuesta students are encouraged to direct all technical support inquiries to support@my.cuesta.edu. or visit [Canvas Support](#).



Academic Honesty

Academic honesty is essential to the academic community. Students expect Cuesta College faculty to



Content Refresh Time (Online)

A robust digital creative class needs to constantly change to reflects industry trends. Therefore, new learning materials will publish on each Monday, 9am.



Canvas for Online class only

We use [Canvas](#) to host class materials. YouTube or other internet platforms may be used. Recommend to install Apps ([iOS](#), [Android](#)) on your phone.



Online Learning (Online)

Online classes are not inherently easier, and you should expect to spend at least as much time as you would on a course that meets face to face.



Regular Effective Contact (Online)

We will updates / announce weekly, via class updates or announcements. and timely feedback on student assignments; email, phone or messaging to individuals; and virtual office hours.



Internet (Online)

Your computer will need an internet connection to stream online videos from Canvas or other video platforms such as YouTube and Vimeo.



Software (Online)

All graphic classes are digital-based and use [Adobe Creative Cloud](#) subscription (Photoshop, Illustrator, etc.). Please use education discount purchase at \$39.99/ 6 months from [Collegebuys.org](#) (if it still available). In-person student don't have to buy own software.



Hardware (Online)

You will need a computer (Mac or Windows PC) that can run the latest Adobe Creative Cloud software at a reasonable speed. You can't compete in a class with tablets or phones. In-person student will access studio computers.

be fair, truthful, and trustworthy. Faculty expect Cuesta College students to share these same values.