Module Details

Module Code:	MMED M7008
Full Title:	Motion Graphic Fundamentals APPROVED
Valid From::	Semester 1 - 2020/21 (September 2020)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Adele Commins
Departments:	Unknown
Module Description:	The aim of this module is to develop in students a greater practical understanding of an industry standard digital motion graphics and visual effects package. They will show an understanding of various animation principles and build on visual communication theory in motion.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	**Module Learning Outcome Description**
MLO1	Demonstrate the ability to use a industry standard digital motion graphics and visual effects package.
MLO2	Design and create a graphic animation for screen.
MLO3	Apply animation principles and various design theory for time based communication.
MLO4	Discuss, critique and analyse design material of various motion graphic design practitioners from around the world.
MLO5	Demonstrate a reflective design development process including defining the problem, research and synthesis of information, development of solutions by testing, evaluation and refinement.

Pre-requisite learning
Module Recommendations
This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).
No recommendations listed

Module Indicative Content	
Industry standard software Industry standard digital motion graphics and visual effects software, Industry standard digital software, Industry standard vector software	
Motion graphic practitioners and mediums Study various motion graphic practitioners and mediums.	
Key Technical knowledge Discover Key Technical knowledge concerning digital animated platforms	
Storyboarding n/a	
Fundamental animation techniques n/a	
Mixed media 2D, Video and 2.5D animation	

Module Assessment

Assessment Breakdown	%
Course Work	100.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Portfolio	**% of Total Mark**	40
Marks Out Of	0	**Pass Mark**	0
Timing	Week 6	**Learning Outcome**	1,2,3,5
Duration in minutes	0		
Assessment Description Practical Based project			
Assessment Type	Presentation	**% of Total Mark**	20
Marks Out Of	0	**Pass Mark**	0
Timing	Week 8	**Learning Outcome**	4
Duration in minutes	0		
Assessment Description Theory Based project			
Assessment Type	Class Test	**% of Total Mark**	40
Marks Out Of	0	**Pass Mark**	0
Timing	Week 12	**Learning Outcome**	1,2,3,4,5
Duration in minutes	0		
Assessment Description Practical Based project			

No Project

No Practical

No Final Examination

Reassessment Requirement
A repeat examination *Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.*

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	No Description	Every Week	1.00	1
Practical	Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	4.00	4
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	4.00

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	No Description	Every Week	1.00	1
Practical	Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	4.00	4
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	4.00

Module Resources

Recommended Book Resources

Jon Krasner. (2013), Motion Graphic Design: Applied History and Aesthetics.

The Animator's Survival Kit, Expanded Edition: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators. (2009), Richard Williams.

Timothy Samara. (2006), Typography Workbook: A Real-world Guide to Using Type in Graphic Design.

John Ingledew. (2011), The A - Z of Visual Ideas: How to Solve any Creative Brief.

This module does not have any article/paper resources

Other Resources

Website, Digital Arts,
http://www.digitalartsonline.co.uk/

Website, Computer arts,
https://www.creativebloq.com

Website, Motion graphics Vimeo,
http://vimeo.com/groups/motion