

1. OVERVIEW

Subject area	Motion Graphics
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	4th
ECTS	3 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	Campus-based
Semester	First semester

2. INTRODUCTION

In this subject area, students will acquire the skills and abilities required in the handling of different motion graphics design techniques applied to the audiovisual industry. From the great creators and art directors in *motion graphics*, 2D and 3D animation, to the leading systems and software in the film, television and advertising industry, both broadcast and online.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB1: Students have demonstrated knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- CB2: Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- CB5: Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

Cross-curricular skills (CT, by their acronym in Spanish):

- CT1: Independent Learning: Ability to choose the most effective strategies, tools and opportunities for learning and independently put into practice what has been learnt.
- CT3: Ability to adapt to new situations: Being able to evaluate and understand different points of view, adapting one's own approaches to suit the situation.
- CT13: Problem solving: Ability to resolve an unclear issue or complex situation which has no established solution that keeps them from achieving an objective.

- CT17: Group work: Ability to integrate oneself and collaborate actively with other people, departments and/or organisations to achieve shared objectives.
- CT18: Use of information and communication technology (ICT): Ability to effectively use information and communication technology such as tools for searching, processing and storing information, as well as for the development of communication skills.

Specific skills (CE, by their acronym in Spanish):

- CE3: Knowledge of technological tools, how they can be used and applied to audiovisual communication.
- CE6: Ability to apply creative techniques to audiovisual product design in an innovative way.
- CE7: Knowledge of the technological tools, from audiovisual equipment to the specific hardware and software required for the creation, project production and exchange and the broadcast of audiovisual products.
- CE8: Knowledge of the techniques and uses of graphic design applied to the media and new audiovisual environments, following aesthetic, audiovisual, artistic criteria, etc., adding value to each project through the creative process.
- CE9: Ability to use their own digital tools applied to the generation of multiplatform audiovisual content.
- CE10: Knowledge of the foundations and techniques of photography and how to apply them for digital image creation.
- CE14: Knowledge of technical tools in order to select those that are most appropriate for the development of both 2D and 3D animation projects.
- CE15: Ability to design, shape and develop audiovisual projects, taking into account the social environments in which the project will be developed.
- CE17: Ability to create special effects in audiovisual productions.
- CE18: Ability to identify trends in each of the communication disciplines in terms of their application within the audiovisual sector.
- CE19: Knowledge of the technical tools used in the recording, post-production and reproduction of sound in all its forms in the different types of audiovisual industries.
- CE21: Ability to know and correctly apply the English language both spoken and written in the professional field as a basic tool of the audiovisual industry.
- CE22: Knowledge of the correct use of Spanish, both spoken and written, as a means of transmitting information in the audiovisual field and in a professional environment.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: The student will obtain the knowledge and tools that facilitate the handling of the different digital techniques of animated graphics creation.
- RA2: The student will acquire knowledge of the main trends in *motion graphics*.
- RA3: The student will be able to understand and create the formation of 2D and 3D motion graphics teams.
- RA4: The student will learn to handle, create and use the most appropriate fonts for different animated graphics.

- RA5: The student will develop the ability to analyse and evaluate the most appropriate choice of both 2D and 3D *motion graphics* creation software.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes
CB2, CB5, CT1, CT13, CT18, CE3, CE6, CE7, CE9, CE14, CE15, CE17, CE19.	<ul style="list-style-type: none"> • RA1: The student will obtain the knowledge and tools that facilitate the handling of the different digital techniques of animated graphics creation.
	<ul style="list-style-type: none"> • RA3: The student will be able to understand and create the formation of 2D and 3D motion graphics teams.
	<ul style="list-style-type: none"> • RA5: The student will develop the ability to analyse and evaluate the most appropriate choice of both 2D and 3D <i>motion graphics</i> creation software.
CB1, CB2, CB5, CT3, CT13, CT17, CE6, CE8, CE10, CE18, CE21, CE22.	<ul style="list-style-type: none"> • RA2: The student will acquire knowledge of the main trends in <i>motion graphics</i>.
	<ul style="list-style-type: none"> • RA4: The student will learn to handle, create and use the most appropriate fonts for different animated graphics.

4. CONTENTS

The subject is organised into three learning units, which in turn are divided into themes:

Unit 1: Foundations of motion graphic design

- 1.1. Foundations of graphic design
- 1.2. Precedents and history of Motion Graphics
- 1.3. Current uses of Motion Graphics

Unit 2: Use of colour and fonts

- 2.1. Colour (general concepts)
- 2.2. Fonts and kinetic typography

Unit 3: Specialised tools for Motion Graphics

- 3.1. Animation: rotoscoping, stop motion, traditional.
- 3.2. 2D digital animation in after effects
- 3.3. 3D Animation

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture.
- Case studies.
- Project-based learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Campus-based:

Learning activities	Number of hours	% of attendance
Lectures	30 h	100%
Asynchronous lectures	10h	0%
Project development and design	30 h	50%
Group activities (seminars, forums)	20 h	55%
Group tutorials	10 h	100%
Independent working	30 h	0%
Case studies, problem solving, project development, simulation.	20h	20%
TOTAL	150 h	

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Assessment system	Weighting
Project 1: 2D animation (15 seconds)	15%
Project 2: Original Animation with Font (10 seconds)	15%
Portfolio: Final 2D or 3D animation (30 sec. Minimum)	30%
Performance observation (continuous work in class)	10%
Final questionnaire	30%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks, including the deadlines and assessment procedures for each task.