



# DGTL12012 *Motion Graphics and Visual Effects*

## Term 1 - 2018

Profile information current as at 03/05/2024 11:23 pm

All details in this unit profile for DGTL12012 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

This unit will teach you how to design and develop motion graphics and visual effects for film, television, video and the web. Through a series of practical projects, you will learn how to apply principles of motion graphics and visual effects to visual design challenges. Using industry-standard software tools such as Adobe After Effects, you will create visual compositions using layers, transparency and hierarchies. You will learn how to animate text and graphic elements in 2D and 3D space using keyframes and motion paths, and how to create visual effects using techniques such as motion tracking and colour keying.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: DGTL11001 Foundations of Animation

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2018

- Brisbane
- Bundaberg
- Distance
- Mackay
- Rockhampton
- Sydney

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Practical Assessment**

Weighting: 30%

#### 2. **Practical Assessment**

Weighting: 30%

#### 3. **Practical Assessment**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Unit evaluations and staff observations.

**Feedback**

The assessment items were due too close to each other.

**Recommendation**

Change the assessment item due dates to allow greater time between them. If, however, the assessment items are no longer dependent on each other, this may not be required.

#### Feedback from Unit evaluations and staff observations.

**Feedback**

The duration requirement of the assessment(s) is too long.

**Recommendation**

Reduce the duration requirement of the assessment(s).

#### Feedback from Unit evaluations and staff observations.

**Feedback**

The assessment(s) requirements are too broad.

**Recommendation**

Add more constraints to the assessment(s) requirements.

#### Feedback from Unit evaluations and staff observations.

**Feedback**

All assessment items contributing to a single project limited exposure to the field.

**Recommendation**

Change the assessment items to be more varied, and independent of each other.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. apply principles of motion graphics and visual effects to visual design challenges
2. create visual compositions using layers, transparency and hierarchies
3. animate text and graphic elements in 2D and 3D space using keyframes and motion paths
4. create visual effects using techniques such as motion tracking and colour keying.

Not applicable

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level   Introductory Level   Intermediate Level   Graduate Level   Professional Level   Advanced Level

### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
<b>1 - Practical Assessment - 30%</b>	•	•	•	

Assessment Tasks	Learning Outcomes			
	1	2	3	4
2 - Practical Assessment - 30%	•	•	•	
3 - Practical Assessment - 40%	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•	•	•
2 - Problem Solving	•	•	•	•
3 - Critical Thinking	•	•	•	•
4 - Information Literacy	•	•	•	•
5 - Team Work				
6 - Information Technology Competence	•	•	•	•
7 - Cross Cultural Competence	•	•	•	•
8 - Ethical practice	•	•	•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Practical Assessment - 30%	•	•	•	•		•	•	•		
2 - Practical Assessment - 30%	•	•	•	•		•	•	•		
3 - Practical Assessment - 40%	•	•	•	•		•	•	•		

## Textbooks and Resources

### Textbooks

DGTL12012

#### Prescribed

#### After Effects Apprentice (CC Ed 4)

Edition: 4th edn (2016)

Authors: Meyer, Trish ; Meyer, Chris

Routledge

New York , NY , US

ISBN: 978-1-138-64398-6 / 978-1-315-62954-4

Binding: Hardcover

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe After Effects CC
- Adobe Illustrator CC
- Adobe Media Encoder CC
- Adobe Photoshop CC
- Google Chrome
- Adobe InDesign (Optional)
- Adobe Premiere CC (Optional)
- Adobe Audition CC (Optional)
- Graphics Tablet (Optional)
- Video and Audio Recording Equipment (Optional)

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Andrew Martin** Unit Coordinator

[a.martin@cqu.edu.au](mailto:a.martin@cqu.edu.au)

## Schedule

### Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Unit Overview		
Theory of Motion Graphics: What is Motion Graphics?		
Practice of Motion Graphics: Notable Practitioners		

### Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Theory of Motion Graphics: Visual Style  
Practice of Motion Graphics: Visual Assets

**Week 3 - 19 Mar 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Motion Design Practice of Motion Graphics: Applying Motion		

**Week 4 - 26 Mar 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Sound Design Practice of Motion Graphics: Using Sound		<b>Tutorial Exercises 1 and Motion Graphics Project Pitch</b> Due: Week 4 Friday (30 Mar 2018) 11:00 pm AEST

**Week 5 - 02 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Cinematography Practice of Motion Graphics: Virtual Cameras		

**Vacation Week - 09 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 6 - 16 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Development and Pre-production Practice of Motion Graphics: Planning Tools and Techniques		

**Week 7 - 23 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
No Lecture		

**Week 8 - 30 Apr 2018**

Module/Topic	Chapter	Events and Submissions/Topic
No Lecture		<b>Tutorial Exercises 2 and Motion Graphics Project Animatic</b> Due: Week 8 Friday (4 May 2018) 11:00 pm AEST

**Week 9 - 07 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
No Lecture		

**Week 10 - 14 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
No Lecture		

**Week 11 - 21 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
No Lecture		

**Week 12 - 28 May 2018**

Module/Topic	Chapter	Events and Submissions/Topic
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No Lecture

**Motion Graphics Project** Due: Week  
12 Friday (1 June 2018) 11:00 pm  
AEST

### Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
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### Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Tutorial Exercises 1 and Motion Graphics Project Pitch

#### Assessment Type

Practical Assessment

#### Task Description

This assessment requires you to complete the first three (3) tutorial exercises and compile them into a single video, complete a written pitch for your Motion Graphics Project (Assessment 3), and complete a written review for three (3) of your peers' pitches. The video and documents must adhere to the technical specifications and submission requirements specified in the assessment criteria. Video tutorials are provided to guide you through the process.

*Please refer to the unit website (Moodle) for a detailed assessment description and criteria.*

#### Assessment Due Date

Week 4 Friday (30 Mar 2018) 11:00 pm AEST

#### Return Date to Students

Vacation Week Friday (13 Apr 2018)

#### Weighting

30%

#### Assessment Criteria

Adherence to technical specifications and submission requirements  
Application of principles of motion design  
Application of principles of visual style  
Creativity and innovation  
Effort and engagement  
Communication (written)

*Please refer to the unit website (Moodle) for detailed assessment criteria.*

#### Referencing Style

- [Harvard \(author-date\)](#)

#### Submission

Online

#### Submission Instructions

You must upload all three (3) deliverables directly to the unit website (Moodle).

#### Learning Outcomes Assessed

- apply principles of motion graphics and visual effects to visual design challenges
- create visual compositions using layers, transparency and hierarchies
- animate text and graphic elements in 2D and 3D space using keyframes and motion paths

#### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 2 Tutorial Exercises 2 and Motion Graphics Project Animatic

### Assessment Type

Practical Assessment

### Task Description

This assessment requires you to complete the second three (3) tutorial exercises and compile them into a single video, complete an animatic for your Motion Graphics Project (Assessment 3), and complete a written review for three (3) of your peers' animatics. The videos and document must adhere to the technical specifications and submission requirements specified in the assessment criteria. Video tutorials are provided to guide you through the process.

*Please refer to the unit website (Moodle) for a detailed assessment description and criteria.*

### Assessment Due Date

Week 8 Friday (4 May 2018) 11:00 pm AEST

### Return Date to Students

Week 10 Friday (18 May 2018)

### Weighting

30%

### Assessment Criteria

Adherence to technical specifications and submission requirements  
 Application of principles of motion design  
 Application of principles of visual style  
 Creativity and innovation  
 Effort and engagement  
 Communication (written and visual)

*Please refer to the unit website (Moodle) for detailed assessment criteria.*

### Referencing Style

- [Harvard \(author-date\)](#)

### Submission

Online

### Submission Instructions

You must upload all three (3) deliverables directly to the unit website (Moodle).

### Learning Outcomes Assessed

- apply principles of motion graphics and visual effects to visual design challenges
- create visual compositions using layers, transparency and hierarchies
- animate text and graphic elements in 2D and 3D space using keyframes and motion paths

### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 3 Motion Graphics Project

### Assessment Type

Practical Assessment

### Task Description

This assessment requires you to complete a 1 minute motion graphics work, and complete a written review for three (3) of your peers' motion graphics works. The video and document must adhere to the technical specifications and submission requirements specified in the assessment criteria. Video tutorials are provided to guide you through the



process.

*Please refer to the unit website (Moodle) for a detailed assessment description and criteria.*

**Assessment Due Date**

Week 12 Friday (1 June 2018) 11:00 pm AEST

**Return Date to Students**

Exam Week Friday (15 June 2018)

**Weighting**

40%

**Assessment Criteria**

Adherence to technical specifications and submission requirements

Application of principles of motion design

Application of principles of visual style

Application of sound design

Creativity and innovation

Effort and engagement

Communication (written and visual)

*Please refer to the unit website (Moodle) for detailed assessment criteria.*

**Referencing Style**

- [Harvard \(author-date\)](#)

**Submission**

Online

**Submission Instructions**

You must upload all two (2) deliverables directly to the unit website (Moodle).

**Learning Outcomes Assessed**

- apply principles of motion graphics and visual effects to visual design challenges
- create visual compositions using layers, transparency and hierarchies
- animate text and graphic elements in 2D and 3D space using keyframes and motion paths
- create visual effects using techniques such as motion tracking and colour keying.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem