DGTL12012 *Motion Graphics and Visual Effects*
Term 1 - 2018

Profile information current as at 17/05/2024 06:52 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.

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
1 - Practical Assessment - 30%	•	•	•	

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

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

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

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		**Tutorial Exercises 2 and Motion Graphics Project Animatic** 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

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

Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic

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 sesign
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