DGTL12012 *Motion Graphics and Visual Effects*
Term 1 - 2023

Profile information current as at 12/10/2024 07:03 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 provides an intermediate guide to motion graphics and visual effects theory, principles and practices. You will learn how to use a variety of tools and techniques to apply the principles of motion graphics and visual effects to create animated infographics, explainer videos, advertisements, music videos, and title sequences. You will develop the necessary skills to produce motion graphics and visual effects works for film, television and new media using industry-standard software.

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 - 2023

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Online
- Rockhampton

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 evaluation responses

Feedback

Some resources use an outdated version of Aftereffects, and some video resources are not of a sufficient resolution.

Recommendation

Reformat the video resources as written documents with screenshots to ensure they can be kept up to date more easily and the example images are high resolution.

Feedback from Self-reflection

Feedback

Assessment structure means rote exercises are given a high weighting and the creative application of skills is given less attention

Recommendation

Restructure assessment to decouple tutorial exercises from preproduction and development work done for the main motion graphics project

Feedback from Informal discussion with students

Feedback

The unit covers very little visual effects content

Recommendation

Introduce new tutorial content that covers key visual effects concepts and skills

Unit Learning Outcomes

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

1. discuss the theory of motion graphics and visual effects
2. define and interpret the principles of motion graphics and visual effects
3. apply the principles of motion graphics and visual effects to creative works
4. produce motion graphics and visual effects works using industry-standard software

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%	•	•	•	•
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

There are no required textbooks.

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

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Andrew Couzens Unit Coordinator
a.couzens@cqu.edu.au

Schedule

Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Unit Overview **Theory of Motion Graphics:** What is Motion Graphics? **Practice of Motion Graphics:** Notable Practitioners	**After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 1-19, 20-43, 140-169, 336-359 **Motion Graphics: Principles and Practices from the Ground Up:** Introduction, Chapter 7	

Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Visual Style **Practice of Motion Graphics:** Visual Assets	**After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 44-69, 174-205 **Motion Graphics: Principles and Practices from the Ground Up:** Chapters 1 & 2	

Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Motion Design **Practice of Motion Graphics:** Applying Motion	**After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 102-125, 206-218 **Motion Graphics: Principles and Practices from the Ground Up:** Chapters 3 & 4	

Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Sound Design **Practice of Motion Graphics:** Using Sound	**After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 126-133, 170-173, 219 **Motion Graphics: Principles and Practices from the Ground Up:** Chapter 5	**Friday 31 March** - Assessment 2 pitch document due for upload to Peer Review Forum

Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic

Theory of Motion Graphics: Cinematography **Practice of Motion Graphics:** Virtual Cameras	**After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 230-273 **Motion Graphics: Principles and Practices from the Ground Up:** Chapter 8	**Friday 7 April** - Feedback for three peers' pitches due in the Peer Review Forum

Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 17 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Theory of Motion Graphics: Development and Pre-production **Practice of Motion Graphics:** Planning Tools and Techniques	**After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 70-99, 274-305 **Motion Graphics: Principles and Practices from the Ground Up:** Chapters 1, 7 & 8	

Week 7 - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Types of Visual Effects	**No Readings** OR **After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 134-139, 307-329 **Motion Graphics: Principles and Practices from the Ground Up:** Chapter 6	**Tutorial Exercises** Due: Week 7 Monday (24 Apr 2023) 11:59 pm AEST

Week 8 - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
The Visual Effects Pipeline	**No Readings** OR **After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 330-335	**Monday 1 May** - Assessment 2 animatic due for upload to Peer Review Forum **Friday 5 May** - Feedback for three peers' animatics due in the Peer Review Forum

Week 9 - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Perceptual Realism in Visual Effects	**No Readings** OR **After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics:** Pages 362-395	**Motion Graphics Project Development** Due: Week 9 Monday (8 May 2023) 11:59 pm AEST

Week 10 - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Colour and Grading	**No Readings**	

Week 11 - 22 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
No Lecture	**No Readings**	

Week 12 - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
No Lecture	**No Readings**	**Monday 29 May** - Assessment 3 Motion Graphics Project due for upload to Peer Review Forum for feedback. **Friday 2 June** - Feedback for three peers' Motion Graphics Projects due to Peer Review Forum.

Review/Exam Week - 05 Jun 2023		
Module/Topic	Chapter	Events and Submissions/Topic
		Motion Graphics Project Due: Review/Exam Week Monday (5 June 2023) 11:59 pm AEST

Exam Week - 12 Jun 2023		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Tutorial Exercises

Assessment Type
Practical Assessment

Task Description
This assessment requires you to complete the six weekly tutorial exercises and compile them into a single video. You will also complete a self-evaluation of each tutorial exercise using the provided template. Detailed instructions 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 7 Monday (24 Apr 2023) 11:59 pm AEST

Return Date to Students

Two weeks following submission.

Weighting
30%

Assessment Criteria
Standard of completed tutorial exercises
Correct formatting of deliverables
Quality of self-evaluation
Referencing and attributions
Please refer to the Unit website (Moodle) for detailed assessment criteria.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
You must upload both deliverables directly to the Unit website (Moodle).

assessmentOutcome

- discuss the theory of motion graphics and visual effects
- define and interpret the principles of motion graphics and visual effects
- apply the principles of motion graphics and visual effects to creative works
- produce motion graphics and visual effects works using industry-standard software

assessmentGradAttribute

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

2 Motion Graphics Project Development

Assessment Type
Practical Assessment

Task Description
This assessment requires you to develop a pitch and animatic for your Motion Graphics Project (Assessment 3), and complete a written review for three of your peers' pitches and animatics. The videos and document must adhere to the technical specifications and submission requirements specified in the assessment criteria. This assessment task involves milestone deadlines that must be met prior to the final due date.
Please refer to the Unit website (Moodle) for a detailed assessment description and criteria.

Assessment Due Date
Week 9 Monday (8 May 2023) 11:59 pm AEST

Return Date to Students

Two weeks following submission.

Weighting
30%

Assessment Criteria
Adherence to technical specifications and submission requirements
Motion Graphics Project Pitch
Motion Graphics Project Animatic
Peer Reviews
Please refer to the Unit website (Moodle) for detailed assessment criteria.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
You must upload all three deliverables directly to the Unit website (Moodle).

assessmentOutcome

- discuss the theory of motion graphics and visual effects
- define and interpret the principles of motion graphics and visual effects
- apply the principles of motion graphics and visual effects to creative works
- produce motion graphics and visual effects works using industry-standard software

assessmentGradAttribute

- 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 project, and complete a written review for three of your peers' motion graphics projects. The video and document must adhere to the technical specifications and submission requirements specified in the assessment criteria.
Please refer to the Unit website (Moodle) for a detailed assessment description and criteria.

Assessment Due Date
Review/Exam Week Monday (5 June 2023) 11:59 pm AEST

Return Date to Students

Two weeks following submission.

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
Effort and engagement
Creativity and innovation
Communication (written and visual)
Please refer to the Unit website (Moodle) for detailed assessment criteria.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
You must upload both deliverables directly to the Unit website (Moodle).

assessmentOutcome

- discuss the theory of motion graphics and visual effects
- define and interpret the principles of motion graphics and visual effects
- apply the principles of motion graphics and visual effects to creative works
- produce motion graphics and visual effects works using industry-standard software

assessmentGradAttribute

- 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