

## Module specification

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Module code	ARD470
Module title	Advanced Animation and Motion Graphics using Adobe After Effects
Level	4
Credit value	20
Faculty	Faculty of Art Science and Technology
Module Leader	Dr Rafiq Elmansy
HECoS Code	100440 – Digital Media
Cost Code	GADC

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (hons) Graphic Design	Standalone module aligned with Graphic design

### Pre-requisites

Students are required to complete the essentials version of this module.

### Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	18 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>36 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	164 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

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Initial approval date	17/12/2021
With effect from date	17/12/2021
Date and details of revision	

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Version number	1.0

## Module aims

After Effects courses help you bring your creative ideas to life using the leading tool in motion graphics, these courses will prepare you on both academic and professional levels to use After Effects software to plan, develop, and integrate motion graphics projects with creative projects.

This advanced course prepares you for the Adobe Certified Associate (ACA) exam through advanced hands-on tips and techniques. You will be introduced to advanced Visual Effects & Motion Graphics Using Adobe After Effects. This course will help you put your creative ideas into action by integrating theory and practice into tasks that prepare you for your future career in motion graphics.

## Certification

This module will prepare you for the Adobe certification exam, for more information follow the link: [Visual Effects & Motion Graphics Using Adobe After Effects](#). Taking the certification exam is optional and the student is responsible for any fees.

## What will be your future career?

The list below includes examples of the future career paths that involve After Effects:

- Motion graphics professional
- Multimedia designer
- Digital designer
- Video production engineer
- Video/Film professional

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate an advanced understanding of the complex design process and project specification challenges within Animation and Motion Graphics using Adobe After Effects.
2	Demonstrate advanced knowledge of Adobe After effects tools.
3	Complete a series of advanced level questions based on Adobe After Effects within the field of Animation and Motion Graphics.

## Assessment

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Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The summative assessment of the module is through a Moodle Quiz of 30 questions. The module is pass or fail. The pass mark is 20 correct answers out of a possible 30 questions.

Students will be given an opportunity to re-sit the test in the event of failing to achieve the pass mark.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	In-class test	Pass/Fail

## Derogations

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None.

## Learning and Teaching Strategies

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### How will you learn?

You will learn using a hands-on practice that merges both theory and practice related to creating vector graphics. The course will be based on tasks that you are expected to have in your future career as a graphic designer.

### How will this course prepare you for the ACA exam?

This course will walk you through the topics and objectives described in Adobe Certified Associate exam guide. Also, it will provide practical examples of the ACA exam questions to prepare you for the exam challenge.

### How will this course prepare you for your study?

This course gives you the chance to learn the tool required to complete your motion graphics projects and use the different features to fuel your creative ideas.

The module delivery will be broken down into the required 36 hours of contact time. Utilising the ALF framework and a blended approach to delivery. 3 hours per week over 6 weeks face to face (either on campus or online) and 3 hours per week over six weeks of online practical content.

## Indicative Syllabus Outline

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### Adobe After Effects Advanced

You are expected to have the Essential level experience and at least 50 hours of using After Effects.

#### Course Outline:

- **Animation and Composition Effects**
  - Adding custom easing
  - Advanced time remapping
  - Scene blur
  - Frame blending
- **Working with Effects**
  - Compositing 3D objects and 2D footage
  - 3D lights
  - Creating shadow effects in 3D
  - 3D camera tracking
  - Green screen and rotoscoping
  - Animating characters
  - Advanced null control
- **Working with Text Animation**
  - Double exposure
  - Kinetic typography
  - Slick object transitions
  - Sequential compositions
- **Integration with other applications**
  - Dynamic link with Premiere
  - Importing Cinema 4D files
  - Preparing Illustrator documents
  - Photoshop layers, groups, and layer properties
- **Expressions**
  - Using expressions to create animation and animate text
  - Expressions to keyframes
- **Camera controls and Advanced Effects**
  - One and two node cameras
  - Controlling camera depth of field and focus
  - Using particles
  - Create volumetric light
  - Motion tracking with Mocha
- **ACA Exam Preparation**
  - Overview the exam objectives
  - Preparing for the exam
  - Learning resources
  - Practice exam questions

## Indicative Bibliography:

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Please note the essential reads and other indicative reading are subject to annual review and update.

### Essential Reads

- After Effects tutorials:
  - <https://helpx.adobe.com/after-effects/tutorials.html>

### Other indicative reading

- **Career Path Courses:**
  - [Become a Motion Graphics Artist](#)
- **Certiport Exam Tutorials:**
  - <https://certiport.pearsonvue.com/Educator-resources/Exam-details/Exam-tutorials>
- **LinkedIn Learning Courses:**
  - [After Effects 2021 Essential Training: The Basics](#)
  - [After Effects CC 2021 Essential Training: Motion Graphics](#)
  - [Master After Effects](#)

## Employability skills – the Glyndŵr Graduate

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### Core Attributes

Engaged  
Enterprising  
Creative  
Ethical

### Key Attitudes

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### Practical Skillsets

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication