

Module specification

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|----------------------|--------------------------------|
| Module Code | ARD475 |
| Module Title | Adobe After Effects Essentials |
| Level | 4 |
| Credit value | 20 |
| Faculty | FACE |
| HECoS Code | 101361 |
| Cost Code | GADC |
| Pre-requisite module | None |

Programmes in which module to be offered

| Programme title | Core/Optional |
|---|---------------|
| Standalone module aligned to BA (Hons) Graphic Design for quality assurance and assessment purposes | Optional |

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 |
| Total active learning and teaching hours | 36 hrs |
| Placement / work-based learning | 0 hrs |
| Guided independent study | 164 hrs |
| Module duration (total hours) | 200 hrs |

Module aims

This module aims to:

- Introduce students to the basic tools, techniques, and functionality of Adobe After Effects.
- Develop practical skills and confidence in using Adobe After Effects for creative projects.

- Enable students to create simple, functional outputs using foundational features of the software.

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

| | |
|---|---|
| 1 | Navigate and utilise the core tools and interface of Adobe After Effects. |
| 2 | Apply basic techniques in Adobe After Effects to create simple, functional outputs. |
| 3 | Demonstrate engagement and participation in practical workshops and tasks. |

Assessment

Indicative Assessment Tasks:

Students will be assessed through the submission of a portfolio showcasing basic outputs created during the module. The portfolio will include examples of work that demonstrate engagement with core tools and techniques of the software, reflecting the learning outcomes.

This module is assessed on a **Pass/Refer** basis.

| Assessment number | Learning Outcomes to be met | Type of assessment | Duration/Word Count | Weighting (%) | Alternative assessment, if applicable |
|-------------------|-----------------------------|--------------------|---------------------|---------------|---------------------------------------|
| 1 | 1,2,3 | Portfolio | 36 hours | 100 | N/A |

Derogations

None

Learning and Teaching Strategies

- Interactive workshops focused on hands-on use of Adobe After Effects.
- Step-by-step demonstrations to build confidence and skills.
- Practical tasks during sessions, with individual and group support.

NB: Latest version of the Adobe software to be used.

Welsh Elements

- Tutorial support and materials will be available bilingually where possible.
- Opportunities to engage with discipline specific Welsh contexts.



Indicative Syllabus Outline

- Introduction to the Adobe After Effects interface and key tools.
- Overview of basic features of Adobe After Effects
- Practical exercises for creating simple outputs using Adobe After Effects.

Indicative Bibliography:

Essential Reads

Fridsma, L., & Gyncild, B. (2023). *Adobe After Effects Classroom in a Book (2023 Release)*. Adobe Press.

Other indicative reading

Meyers, T. & Meyers, C. (2020). *After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics Artist*. Routledge.

Administrative Information

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|------------------------------|------------|
| For office use only | |
| Initial approval date | 27/02/2025 |
| With effect from date | 27/02/2025 |
| Date and details of revision | |
| Version number | 1 |