MOTION GRAPHICS

UNIT CODE: MD/CU/AN/CR/15/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: develop motion design

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to develop motion design. It involves: preparing project brief, developing audio-visual script, preparing animation assets, developing audio elements and compiling motion graphics.

Summary of Learning Outcomes

Elements	Hours
Prepare project brief	14
Develop audio visual script	16
Prepare animation assets	28
Develop audio elements	22
Compile motion graphics	40
Total hours	**120**

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare project brief	1.1. Introduction to Motion Design 1.2. Principles of animation 1.3. Motion Design Projects 　　1.3.1 Advertising 　　1.3.2 Kinetic Typography 　　1.3.3 Info-graphics 　　1.3.4 Idents 1.4. Creating a project brief 　　1.4.1　　Project description 　　1.4.2　　Deliverables 　　1.4.3　　Scope 　　1.4.4　　Timelines	• Written tests • Observation • Oral questions • Third party report • Interviewing • Project and report writing • Case study
2. Develop audio-visual script	2.1 Script writing for motion graphics 2.2 Motion Graphic themes	• Observation • Oral questions

	2.3 Conceptualization 2.4 Audio Visual script format	• Third party report • Interviewing • Project and report writing

3. Prepare animation assets	3.1. Elements of Motion graphics
	    3.1.1 Text
	    3.1.2 Video
	    3.1.3 Images
	    3.1.4 audio
	3.2. Creating and saving assets
	3.3. Layering
		• Written tests
		• Observation
		• Oral questions
		• Third party report
		• Interviewing
		• Project and report writing

4. Develop audio elements	4.1. Audio- visual script analysis
	4.2. Audio recording and generation
	    4.2.1. Jingles
	    4.2.2. Voice over
	    4.2.3. Sound effects
	    4.2.4. Music
	4.3. Audio editing and mastering
		• Written tests
		• Observation
		• Oral questions
		• Third party report
		• Interviewing
		• Project and report writing

5. Compile motion graphics	5.1. Introduction to motion graphics user interface
	5.2. Composition settings
	5.3. Importing motion graphics elements
	5.4. Compositing, animation and editing
	  5.4.1 Tweening
	  5.4.2 Coded scripts and expressions
	  5.4.3 Audio synchronisation
	  5.4.4 Visual effects
	  5.4.5 Transitions
	5.5. Exporting and rendering
		• Written tests
		• Observation
		• Oral questions
		• Third party report
		• Interviewing
		• Project and report writing

Suggested Methods of Delivery
- Project
- Demonstration by trainer
- Practice by the trainee
- Discussions
- Direct instruction

- Case study
- Audio –visual aids

Recommended Resources

- Computers
- Audio recorder
- Internet
- Digital Cameras
- Animation films
- Text books
- Editing & recording studio
- Computer software
- Stereo studio headset
- Digital Drawing Tablet
- Flash drives