DDP 321A: AFTER EFFECTS A

New Course Proposal

Date Submitted: Tue, 11 Feb 2020 18:38:05 GMT

Originator

mabril

Justification / Rationale

This course is Module 1 of 2 of a non-credit overlay version of DDP 121 Motion Graphics (formally DDP21 New Media II). The non-credit version provides vocational skills training opportunities to the incumbent workforce and those currently underemployed or unemployed. This module presents basic software skills needed for digital imaging careers.

Effective Term

Fall 2021

Credit Status

Noncredit

Subject

DDP - Digital Design & Production

Course Number

321A

Full Course Title

After Effects A

Short Title

AFTER EFFECTS A

Discipline

Disciplines List
Multimedia

Modality

Face-to-Face
100% Online
Hybrid

Catalog Description

This non-credit course introduces basic tools and techniques of Adobe After Effects. Motion Graphics is a form of communication with a range of applications: film, television, graphic design, branding, advertising and web. This hands-on course focuses on communication design and common professional uses of motion graphics. Exploring a wide range of applications (film, web, television, communication design, branding and advertising), students will create projects with advanced techniques for animation and visual effects in broadcast design, film titles and video production by combining typography, graphics and narrative storytelling. No prior After Effects knowledge or art background required.

Schedule Description

This non-credit course is perfect for anyone wanting to learn how to get started using Adobe After Effects. This hands-on course focuses on communication design and common professional uses of motion graphics. No prior After Effects knowledge or art background required.

Non-credit Hours

81

Lecture Units

0

Lab Units

0

Lab Semester Hours
0

In-class Hours
45

Out-of-class Hours
36

Total Course Units
0
Total Semester Hours
81

Override Description
Noncredit courses do not have lecture and lab so outside of class hours must be adjusted so the noncredit course has the same total hours as the credit equivalent.

Required Text and Other Instructional Materials
Resource Type
Book

Author
Schwartz, Rob

Title
LEARN Adobe After Effects CC

Edition
1st

City
CA

Publisher
Adobe Press

Year
2019

College Level
Yes

Flesch-Kincaid Level
11

ISBN #
13: 978-0-13-542603-6

Resource Type
Book

Author
Lisa Fridsma, Brie Gyncild

Title
Adobe After Effects CC Classroom in a Book

Edition
1st

Publisher
Adobe Press

Year
2019

College Level
Yes

ISBN #
13: 978-0-13-529965-4

Resource Type
Web/Other
Open Educational Resource
Yes

Class Size Maximum
25

Course Content
1. Getting to know the workflow.
2. Creating a basic animation using effects and presets.
3. Animating text.
4. Working with shape layers
5. Animating a multimedia presentation
6. Animating layers
7. Working with masks
8. Distorting objects with puppet tools
9. Using the root brush tool
10. Performing color correction
11. Creating Motion graphics templates
12. Using 3D features
13. Working with 3D camera tracker
14. Advanced editing techniques
15. Rendering and outputting

Course Objectives

	Objectives
Objective 1	Solve complex data communication issues by matching the appropriate graphing option for the data type.
Objective 2	Demonstrate time and resource management principles in the development and production of computer animation projects.
Objective 3	Setup the workspace and analyze and solve workflow issues affecting production.
Objective 4	Composite and layer multiple assets to enhance digital communication.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Design and construct dynamic animated content utilizing digital storyboards in Adobe After Effects.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Technology-based instruction	All course work uses current technology in the field, the students will learn the software and create physical and digital projects with the technology. Instructors will use the technology in demonstrations as it pertains to the assignments.
Lecture	Lectures will be provided on historical and contemporary approaches to digital art and media, as well as demonstrations on how to use software as it relates to the assignments.
Discussion	Students will verbally pitch their art and design concepts to the group as well as in progress discussions.
Demonstration, Repetition/Practice	Students will learn technical software and hardware applications and apply them in a series of assignment/design challenges.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Presentations/student demonstration observations	Students will explain how they analyzed, chose, and synthesized a variety of possible elements to create an original artwork	In Class Only
Other	Use of rubric by instructor to evaluate student projects.	In Class Only
Student participation/contribution	Skill demonstration through completion of computer exercises.	In Class Only
Tests/Quizzes/Examinations	Students will take six weekly quizzes	In Class Only
Mid-term and final evaluations	In week eight, students will review and take the test which covers all material covered.	In Class Only
Other	Out-of-class hours will be monitored electronically through the Learning Management System.	Out of Class Only

Assignments

Other In-class Assignments
1. Customize an animation using titles, sound and transitions to meet specific target objectives.
2. Use time and resource management principles in the development and production of computer animation project.
3. Produce and interpret digital storyboards evidencing storytelling and typographic elements.

Other Out-of-class Assignments
1. Read chapters watch instructional videos
2. Complete homework assignments including lessons, assignments and projects.

Grade Methods
Pass/No Pass Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %
50
On-campus %
50

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

Within Course Management System:
Discussion forums with substantive instructor participation
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:
Direct e-mail
Posted audio/video (including YouTube, 3cmediasolutions, etc.)
Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

This class if online is being taught via Canvas. Instructors will use asynchronous text and video messages to interact with the students. Also, discussions boards, constant announcements will be used. Zoom virtual office hours with screen sharing and interaction capabilities will be available.
If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

Canvas is used for external interaction as well.

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Chat room/instant messaging
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cmediasolutions, etc.)
Synchronous audio/video
Teleconferencing

For hybrid courses:

Scheduled Face-to-Face group or individual meetings
Field trips
Library workshops
Orientation, study, and/or review sessions
Supplemental seminar or study sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Active participation and multiple modes of information delivery; announcements, asynchronous text, video messages, discussions boards, and Canvas email.

Other Information

MIS Course Data

CIP Code
11.0803 - Computer Graphics.

TOP Code
061460 - Computer Graphics and Digital Imagery

SAM Code
C - Clearly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Other Non-credit Enhanced Funding

Approved Special Class
Not special class

Noncredit Category
Short-Term Vocational

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Not transferable

General Education Status
Not applicable

Support Course Status
Course is not a support course

Allow Audit
No

Repeatability
Yes

Repeatability Limit
NC
Repeat Type
Noncredit

Justification
Noncredit courses are repeatable until the student achieves the skills and knowledge required to meet the objectives and outcomes of the course.

Materials Fee
No

Additional Fees?
No

Approvals

Curriculum Committee Approval Date
4/16/2020

Academic Senate Approval Date
4/23/2020

Board of Trustees Approval Date
5/15/2020

Chancellor's Office Approval Date
07/15/2020

Course Control Number
CCC000618889

Programs referencing this course
After Effects Certificate of Completion (http://catalog.collegeofthedesert.eduundefined?key=302/)