

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Motion Design and Visual Effects	VCDE309	5	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	X	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Lec. Ali Azhari	E-mail: ali.azhari@arucad.edu.tr Office: FS 103	
Course Objectives	The main objective of this course is to teach visual effects techniques in different forms of film production. In addition to After Effects and Motion Graphics techniques, the course aims to prepare students for technical filmmaking using green box, tracking/compensation, masking/colour grading and colour correction.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	Students will be able to create animations with graphics along with visual effects for all kind of video footages and formats.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm exam. 2. Final project.

Course Content	Students will be able to interpret, compare and experience real project simulations.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm exam. 2. Final project.
	Students will apply green key and masking techniques/	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm exam. 2. Final project.
	Students will examine and apply all camera tracking techniques.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm exam. 2. Final project.
	Students will learn about the 3D environment, experience to work in a group on the same project, improve technical skills in approaching and dealing motion graphics, and apply different techniques on a project.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm exam. 2. Final project.
	This course aims to teach visual effects techniques in different forms of film production.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	<p>Introduction to the course. What can be done with Adobe After effects?</p> <p>Course syllabus review. Explaining the course workflow and the aim. Introducing the workspace.</p>	T	https://www.rocketstock.com/blog/what-can-you-do-with-adobe-after-effects

2	Creating new project file, composition setting, importing different file formats. Working with timeline and layers. Render and export.	T/P	Gyncild, Brie(2019)Adobe After Effects CC Classroom in a Book 2019 Release/Adobe Press, Chapter 1
3	Working with text. Animation and key frames. Blending modes. Working with Effects and presets section.	T/P	Gyncild, Brie(2019)Adobe After Effects CC Classroom in a Book 2019 Release/Adobe Press, Chapter 2 and 3
4	Creating an image gallery/slide show with sound and motion. Explaining the Ken Burn's effect.	T/P	https://www.shutterstock.com/support/article/what-is-the-ken-burns-effect https://www.rocketstock.com/blog/create-photo-gallery-after-effects/
5	Working with shapes and graphics. Creating intros. Extra plug ins.Export Transparent Background Videos.	T/P	Gyncild, Brie(2019)Adobe After Effects CC Classroom in a Book 2019 Release/Adobe Press, Chapter 4 and 5
6	Introducing the 3D environment. Lights, camera view, work with virtual layers and reflection.	T/P	Gyncild, Brie(2019)Adobe After Effects CC Classroom in a Book 2019 Release/Adobe Press, Chapter 11 and 12
7	Practice session	T/P	
8	Midterm Week	T/P	
9	Practice session	T/P	
10	Begin with VFX; Green keying and colour Correction and the Curves Effectand nested Compositions.	T/P	Gyncild, Brie(2019)Adobe After Effects CC Classroom in a Book 2019 Release/Adobe Press, Chapter 13
11	Working with cc particles. Creating masks. Creating VFX, storm and thunder, fire, rain, snow and etc.	T/P	Gyncild, Brie(2019)Adobe After Effects CC Classroom in a Book 2019 Release/Adobe Press, Chapter 13
12	Mask tracking. Motion track in perspective. 3D camera tracking. Extra plug ins.	T/P	Gyncild, Brie(2019)Adobe After Effects CC Classroom in a Book 2019 Release/Adobe Press, Chapter 13
13	Preparing for final project. Come up with a storyboard.	T/P	.

	Divide in groups and create a one minute footage with all the lessons given in the course.		
14	Preparing for final project.	T/P	
15	Preparing for final project.	T/P	
16	Preparing for final project.	T/P	
17	Final exam week		

Required Course Material(s) / Reading(s)/ Text Book(s)	Materials: External hard drive. *Optional: Laptop with Adobe software installed. Meyer, Chris & Trish (2016). <i>After Effects Apprentice: Real-world Skills for the Aspiring Motion Graphics Artist</i> . London & New York: Routledge. Library Catalogue number: REF TR 858 .M48965 2016.
Recommended Course Material(s)/ Reading(s) /Other	Gyncild, Brie (2019). <i>Adobe After Effects: CC Classroom in a Book</i> . Adobe Press. Library Catalogue number: REF TA1637 .G96 2019.

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-

Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	-	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.	X				
2	Knows the principles and elements of basic design.					X
3	Knows the history, theories and theorists of visual communication.	X				
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					X
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.		X			
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					X
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity				X	
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.				X	
9	Applies visual communication design techniques with design technologies in developing and changing media environments.					X
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.				X	
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.				X	
12	Has the ability to use research methods and techniques in the field of Visual Communication.			X		
13	Has the competence to research, plan, implement and report during the project phase.		X			
14	Has the competence to establish the connection between design and aesthetic values.			X		

15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.			X	
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.	X			
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.			X	
18	Knows how to integrate and use digital technologies and artificial intelligence-based/supported design tools creatively and innovatively in visual communication design and production stages.			X	
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.		X		

ECTS / STUDENT WORKLOAD1				
ACTIVITIES	NUMBER	UNIT	HOURLY	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15		4	60
Preliminary Preparation and self- study	15		2	30
Mid-Term	1		16	16
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25
Other	-		-	-
TOTAL WORKLOAD				131
TOTAL WORKLOAD / 25				5,24
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
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Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Lec. Ali Azhari
UPDATED	25.9.2023
APPROVED	Approved by the departmental board on 25.11.2020