

Module code	AX-2306		
Module Title	Motion Graphics		
Degree/Diploma	Bachelor of Arts (Design and Creative Industries)		
Type of Module	Major Option		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims <ul style="list-style-type: none">- To introduce the concept of moving images through the works of motion graphics;- To equip students with knowledge and understanding of video production and animation technology;- To provide students with knowledge and practical experience on the process of producing two-dimensional (2D) motion graphic works;			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	<ul style="list-style-type: none">- Relate the significance of motion graphics in visual communication process;- Learn and understand terminologies in motion graphics field;- Interpret motion graphics in multimedia projects such as animation, video montage and advertising;- Learn and understand the fundamental elements and principles of animation.	
Middle order :	30%	<ul style="list-style-type: none">- Apply their knowledge on elements and principles of animation through motion graphic works;- Apply ideas and skills in producing works of motion graphics through module assignments/projects;- Analyse animation technology through the use of software and apps as a foundation for professional experience;- Apply and analyse the stages and process of video production.	
Higher order:	40%	<ul style="list-style-type: none">- Evaluate their design concept through research, works, portfolio and group critiques;- Work independently by organising and managing time and tasks.	
Module Contents <ul style="list-style-type: none">- Approaches to visual communication through motion graphics- Moving images and its history- Introduction to motion graphics- Motion graphics, film and videography- Study of motion- Two-dimensional (2D) animation- Principles of animation- Pencil test drawing- Stop motion and time-lapse- Story board design and portfolio- Video production process/stages- Study of promotional materials for motion graphic works			
Assessment	Formative assessment	Biweekly assessment and feedback	
	Summative assessment	Examination: 0% Coursework: 100% <ul style="list-style-type: none">- Traditional motion study: 15%- Animated motion study: 20%- Motion graphics video: 35%- Motion graphics portfolio: 30%	