

Course Title	Motion Design I				
Course Code	GRD315				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	3 rd Year/ 5 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	This course aims to introduce students to the fundamental concepts of motion graphics and Broadcast design, including promos for television networks, film titles, branding themes, corporate events, film openings, TV adverts, video clips etc. Appropriate and current industry standard computer applications will be introduced and applied.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> • Demonstrate a practical understanding of producing a time-based new media. • Apply innovative graphic design formulas to the moving image. • Formulate different new ideas using mood, imagery and typography. • Organise schedule production methods (pre-production, production, and post-production). • Demonstrate well-designed visual solutions. 				
Prerequisites	GRD235	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> • Cinematography theories & Basic Animation Principles. • Basic introductions to editing / compositing software (Adobe After Effects, Adobe Premiere, Adobe Soundbooth, Adobe Encore). • Basic theory & techniques of creating imagery for film and new media. • Working with Audio. • 3D space layers. • Kinematic typography. • Introduction to Cameras. • Experimental Animation (Stop Motion) etc. • Compositing & Special Effects. 				

	<ul style="list-style-type: none"> • Rendering, exporting and Post-Production. 								
Teaching Methodology	<p>Lectures Work in Groups Individual Tutoring Critiques Independent learning Software Tutorials Excursions/Visitis Presentations</p>								
Bibliography	<p><u>English Bibliography:</u></p> <p>Shaw, A. <i>Design for Motion: Fundamentals and Techniques of Motion Design</i>. Routledge</p> <p>Dopress. <i>Moving Graphics: New Directions in Motion Design</i>. Promopress</p> <p>Taylor, A. <i>Design Essentials for the Motion Media Artist: A Practical Guide to Principles & Techniques</i>. Routledge</p> <p>Braha Y., Byrne, B. <i>Creative Motion Graphic Titling for Film, Video, and the Web: Dynamic Motion Graphic Title Design</i>. Goodreads Author</p> <p><u>Greek Bibliography:</u></p> <p>Γ. Βασιλειάδης. <i>Animation -Το κινούμενο σχέδιο</i>. Αιγόκερος</p>								
Assessment	<table border="1"> <tr> <td>Major Project</td> <td>40%</td> </tr> <tr> <td>Assignments</td> <td>50%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Major Project	40%	Assignments	50%	Class Participation and Attendance	10%	Total	100%
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Language	English								