Course title	Motion Graphics
Course code	BIMA - 256
Course type	Compulsory
Level	1st Cycle
Year / Semester	2nd
Teacher's name	Alexandros Yennaris

ECTS	6	Lectures / week	12	Laboratories / week	

Course purpose and objectives	The main objectives of the course are to: • Create motion graphic products that integrate multimedia elements, demonstrating advanced skills in their design and production. • Analyze and apply principles of design, typography, layout, motion design, and animation to enhance motion graphic projects. • Optimize motion graphic projects by evaluating them for various delivery platforms and adapting them accordingly. • Evaluate motion graphic projects critically by identifying areas for improvement and implementing effective changes. • Plan, design, and produce a complete motion graphics project, following the process from inception to final delivery.
Learning outcomes	After completion of the course students are expected to be able to: 1. Identify and explain various applications of motion design techniques in multimedia contexts. 2. Apply knowledge and skills to create projects by organizing compositions and layers effectively. 3. Design visually compelling and aesthetically appealing motion graphics that meet professional standards. 4. Use the fundamentals of motion design to generate innovative concepts and ideas. 5. Analyze multimedia project planning and adapt essential components to compositing motion graphics. 6. Define objectives and conceptualize solutions that align with the needs of the target audience. 7. Plan and produce motion graphics projects from initial concept to the final deliverable, ensuring cohesion and quality throughout the process.

Prerequisites	BIMA-250 / COMM117	Required	

Course content	Introduction to the module and software Introduction. Graph Editor and shape layers. Use of basic effects and importing different file formats. Creating and using masks. Introduction to shape layers and basic 3d. Rigging and Puppet tool. Kinetic Typography. Produce a motion graphics project

Teaching methodology	Lectures, lab presentations, lab tutorials and workshops, individual/group tutorials, practical exercises, assignments and projects.
Bibliography	Richard Rickitt Special Effects: The History and Technique Billboard Books, 2007, 823084086 Chris Meyer, Trish Meyer, Creating Motion Graphics with After Effects: Essential and Advanced Techniques, 5th Edition, Version CS5, Focal Press, 2010, 240814150
Assessment	Class attendance and performance, assignment and practical projects.
Language	English