

DDP 321B: AFTER EFFECTS B

New Course Proposal

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Originator

mabril

Justification / Rationale

This course is Module 2 of 2 of a non-credit overlay version of DDP 121 Motion Graphics (formally DDP 21 New Media II). The non-credit version provides basic skills training opportunities to the incumbent workforce and those currently underemployed or unemployed.

Effective Term

Fall 2021

Credit Status

Noncredit

Subject

DDP - Digital Design & Production

Course Number

321B

Full Course Title

After Effects B

Short Title

AFTER EFFECTS B

Discipline

Disciplines List

Multimedia

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This non-credit course prepares you to take the Adobe Certified Associate (ACA) exam for After Effects. An After Effects ACA earned certification validates entry-level skills in visual communication, for careers including, but not limited to, marketing, web development, photography, digital media, and graphic design. It indicates an intermediate level of depth and breadth of After Effects knowledge and experience and enhances the recipients' value in the job market. In eight weeks you will continue your After Effects training and begin taking practice tests in preparation for the ACA exam. You will also develop After Effects projects to build your online portfolio.

Schedule Description

Prepare to take the Adobe Certified Associate (ACA) exam for After Effects which validates entry-level skills in visual communication, for careers including, but not limited to, marketing, web development, photography, digital media, and graphic design. It indicates an intermediate level of depth and breadth of After Effects knowledge and experience and enhances the recipients' value in the job market. Prerequisite DDP 321A - After Effects A

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.

Prerequisite Course(s)

DDP 321A After Effects A

Required Text and Other Instructional Materials**Resource Type**

Web/Other

Open Educational Resource

Yes

Class Size Maximum

25

Entrance Skills

Managing files for video production
Importing Illustrator and Photoshop files
Importing images
Adding audio to compositions
Using symbols
Adding special effects to background
Adding multiple effects
Time remapping

Requisite Course Objectives

DDP 321A-Demonstrate time and resource management principles in the development and production of computer animation projects.

Entrance Skills

Composition settings and sizes
Importing Illustrator and Photoshop files • Importing images
Adding audio to compositions
Using markers for animation
Color correction workflow
Working in 3D space

Requisite Course Objectives

DDP 321A-Setup the workspace and analyze and solve workflow issues affecting production.

Course Content

1. Gmetrix training and Practice testing
2. Design Fundamentals
3. Copyright and fair use
4. Projects using Adobe After Effects
5. Adobe Certification Associate (ACA) Exam Preparation

Course Objectives

Objectives	
Objective 1	Create, manipulate, and optimize motion graphics for film, video, DVD, the web, and mobile devices.
Objective 2	Animate text and images, customizing a wide range of effects, tracking and syncing content, rotoscoping, distorting and warping images and video, and correcting color.
Objective 3	Create Motion Graphics templates in After Effects so colleagues can make specific edits in Premiere Pro without accidentally changing other critical settings.
Objective 4	Learn to create 3D content with both After Effects and Maxon Cinema 4D Lite.
Objective 5	Prepare to take the ACA exam.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Develop portfolio of original work using Adobe After Effects.
Outcome 2	Demonstrate the skills needed to pass the Adobe Certification Associate exam for 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.
Self-exploration	Students will explore their own conceptual approaches, ideas and perspectives to the assignments.
Collaborative/Team	Students will critique as teams/groups on various projects/design challenges.
Skilled Practice at a Workstation	A large portion of the lab will be dedicated to time for students to create digital artwork on an individual workstation. Each student will need to be have access to a computer to participate in this course.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Student participation/contribution	Students will be graded in their participation at critiques and group discussions.	In and Out of Class
Critiques	Students will be quizzed on key art and media terminology including the principles and elements of design.	In Class Only
Portfolios	Students will create a 'body of work' that will be evaluated with a rubric.	In and Out of Class

Self/peer assessment and portfolio evaluation	Students will participate in 2-3 group critiques, addressing the requirements of the assignment as well as the creative exploration and graded with a rubric.	In and Out of Class
Mid-term and final evaluations	Students will train and take as many practice test as needed in preparation to take the ACA exam.	In Class Only
Product/project development evaluation	Students will create assignments with given criteria and will work to solve the design/art challenge as well as apply key fundamental compositions.	In and Out of Class

Assignments

Other In-class Assignments

1. Create the pre-production documents for a message designed to sell someone an idea, a campaign message, a political idea, a debated topic, or even a public service announcement.
2. Create a motion graphics piece that uses animated stills and video to present a portrait of a person. Do not use text for this exercise.

Other Out-of-class Assignments

1. Develop a fully annotated storyboard, script, and a list of effects required to communicate the message.
2. Submit the documents to the discussion board in PDF format.
3. Match the style and tone of the piece to the personality of the person.
4. Submit the exported piece to the discussion board.

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, 3cm mediasolutions, 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, 3cm mediasolutions, 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

3X

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

CCC000618890

Programs referencing this course

After Effects Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined?key=302/>)