DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Motion Graphics 1.
Name of the subject in English:	Motion Graphics I.
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-MOTGR1-05-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	-
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The purpose of the course is to acquire technical knowledge (software knowledge and skills), creative skills (design skills) and artistic mastery (aesthetic approach) of motion graphics at a basic level. As a result of completing the course, the student is able to recognize, analyze, understand, apply and conceptualize the professional contents, technical experience, and his/her acquired creative abilities in the field of motion graphics at a basic level.

SUMMARY OF THE CONTENT OF THE SUBJECT

During the course, students get to know and learn to use the After Effects software, in which they will create different motion graphics works. In addition to technical knowledge, various motion graphics styles are presented, which broadens the students' horizons and develops their creative thinking. The acquisition of the basic knowledge learned during the course will play an important role during the Motion Graphics 2 subject, where the students will have to solve more complex technical tasks.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

All students must participate in the classes and do the class assignments, because these will also be included in the end-of-year portfolio. There will always be time for these tasks during the class. There is also time set aside for your own project during the practical classes, but it is recommended to spend time on the tasks outside of the classes as well, in order to create works that can take their place in the portfolio.

EVALUATION OF THE SUBJECT:

General assessment criteria: 1. understanding the topic of the task (knowledge of the facts, information, concepts, laws, rules, theories, systems that build memory, recognition, recall), 2. Research and gathering inspiration (creating a summary, organizing data, information, looking for examples) , recognizing and formulating rules), 3. Applying the conceptual, artistic and design thinking techniques presented in class to solve the task (recognizing a problem, searching for a solution and implementing the solution), 4. Achieving the required level of knowledge of tools (Adobe After Effects software), 5. development of form-creating, planning and execution skills, 6. Evaluation: the created work's quality compared to a narrow field of competitors (comparison to the results of the other members of the group) and its interpretation in a broader, interdisciplinary field of strength (the possible professional, intellectual and social role of the work).

OBLIGATORY READING LIST:

- Ghertner, Ed: *Layout and composition for animation.* Focal Press/Elsevier, 2010

- Noake, Roger: *Animation : A guide to animated film techniques.* Macdonald Orbis, 1988
- Ed Catmull: Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration, Random House, 2014, https://www.amazon.com/Creativity-Inc-Overcoming-Unseen-Inspiration/dp/0812993012