

## Course Description Form

Basic Course Specifications				
<b>Course Title</b>	: <b>Advanced Editing and Multimedia Production</b>			
<b>Course Code</b>	: RTV 443			
<b>Program on which the course is given</b>	<input checked="" type="checkbox"/> <b>Bachelor</b>	<input type="checkbox"/> <b>Diploma</b>	<input type="checkbox"/> <b>Master</b>	<input type="checkbox"/> <b>Pre- PhD</b>
<b>Academic year</b>	: 2022/2023			
<b>Specialization</b> (units of study)	: Theoretical ( 30 )		: Practical ( 30 )	
<b>Pre-Requisites</b>	: Introduction to Video Editing RTV 341			
Overall Course Objectives				
<ul style="list-style-type: none"> <li>- Introduce the historical and critical overview of how motion graphics has evolved as a commercial practice in the motion picture, broadcast and interactive media industries.</li> <li>- Analyse case studies and engage graphics that feature works of high artistic merit from practitioners and students from across the globe.</li> <li>- Offer insight into how designers formulate ideas, solve problems and search for artistic expression.</li> <li>- Guide students to create meaningful multimedia artistic experiences or artefacts through the thoughtful and creative use of ideas, concepts and contemporary technologies.</li> </ul>				
Intended Learning Outcomes				
1. Knowledge and Understanding				
<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>1.1 Identify the history of Motion Graphics and Animation</li> <li>1.2 Identify the uses of Motion graphics in various media</li> <li>1.3 Identify various animation techniques</li> </ul>				
2. Intellectual Skills				
<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>2.1 Analyse the aesthetic issues involved in designing multimedia artifacts</li> <li>2.2 Explain how the union of images and typography can function as a visual language in a time-based environment</li> <li>2.3 Utilize compositional and sequential principles to express concepts and emotions and to establish clear and effective communication</li> <li>2.4 Conceptualize and define the objective while considering the target audience</li> </ul>				
3. Professional and Practical skills				
<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>3.1 Asses the seamless integration of many types of content into a uniform, multi-layered space to create unusual, visual relationships</li> <li>3.2 Utilize an authoring/animation tool to design and develop multimedia applications/artifacts</li> </ul>				
4. General and Transferable Skills				
<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>4.1 Discuss issues related to their work, explain and analyse the methodology used in order to reach the final visual result through oral presentations and written documentation.</li> <li>4.2 Utilize library and online resources and relevant research tools to retrieve primary and secondary sources.</li> <li>4.3 Generate and present critical work employing relevant research skills.</li> <li>4.4 Develop the necessary skills for making oral presentations.</li> <li>4.5 Develop the skills necessary for productive team work.</li> </ul>				

Course content				
Lect. #	Topic	Hrs#	Theoretical	Practical
1	A brief History of Motion Graphics and experimental Animation	4	■	■
2	Motion Graphics in Film, Television, Interactive media and the Environment	4	■	■
3	Motion Literacy: Choreographing Movement	4	■	■
4	Images, Live-Action, and Type	4	■	■
5	The pictorial and sequential Composition	4	■	■
6	Conceptualization	4	■	■
7	7 <sup>th</sup> week assessment	4	■	■
8	Animation Processes	4	■	■
9	Motion Graphics Composition and Sequencing	4	■	■
10	Motion Graphics Composition and Sequencing Cont'd	4	■	■
11	Introduction to an authoring/animation tool	4	■	■
12	12 <sup>th</sup> week assessment	4	■	■
13	Putting theory into practice - Documentation, design and development of multimedia artefacts.	4	■	■
14	Final Presentation of Projects	4	■	■
15	Final revision	4	■	■
Teaching & learning Methods				
Lectures, Lab Presentations, Lab Tutorials, Practical Exercises and Assignments.				
s				
Facilities Required for Teaching & Learning Methods				
<input checked="" type="checkbox"/> Projector	<input type="checkbox"/> Overhead Slide	<input checked="" type="checkbox"/> Books	<input checked="" type="checkbox"/> Video	<input type="checkbox"/> Audio
Students Assessment Methods				
Assessment Schedule				
Written exam + Project		Week 7		
Presentation + Project		Week 12		
Participation + attendance		Week 14		
Final exam + Course Portfolio		Week 16		
Grading Method				
Attendance	<input type="checkbox"/>	5 marks		
Mid Term Examination	<input type="checkbox"/>	20 marks		
Presentations	<input type="checkbox"/>			
Assignments	<input type="checkbox"/>	10 marks		
Projects	<input type="checkbox"/>	20 marks		
Participation	<input type="checkbox"/>	5 marks		
Oral Examination	<input type="checkbox"/>			
Final Examination	<input type="checkbox"/>	40 marks		
		Total 100%		
List of References				
Essential Books				
Description	:	Title: Motion Graphics Design – Applied History and Aesthetics		

		Author: Jon Krasner
<b>Recommended Books</b>		
Description	:	
<b>Periodicals and publications</b>		
Description	:	None.
<b>Others (websites, e-books, etc.)</b>		
Description	:	