

## **AUDIOVISUAL PRODUCTION**

Degree in Graphical Design

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Code: 11804

Main Scientific Area: Audiovisuais

Lecturer: Pedro Mota Teixeira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 100h

ECTS: 5,0

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### **Objectives**

The unit Audiovisual Production introduces students to the video composition tools and digital post-production through video equipment feature and computational tools in design and aesthetic aspect, exploring audiovisual concept called "motion graphics". Student will be encouraged to study some of the techniques, concepts and principal tools intrinsic to graphic design but applied to audiovisual, in a class predominantly practical. Theoretical concepts will be introduced at the beginning of class so that during the next two hours development of practical exercises and individual projects monitoring will occur.

### **Learning Outcomes**

1. It is intended that the student is able to manage the creative component and beacons placed on composition and post-production video.
2. Provide students with technical and creative skills that underpin the construction of film sequences, with a strong presence of motion graphics;
3. It is intended that the student can develop skills and responsiveness when conditioned by graphic 2d elements and making them dynamic when transcribed into an audiovisual medium;
4. Master semiotics and grammar of visual composition, and subjective questions and expressive of this issue.

### **Course Contents**

1. Introduction to Motion Graphics
2. Animation and compositing of graphics:
3. Audiovisual Production in After Effects;
4. Technical tools;
5. Audio / Sound in Motion Graphics;

6. Animation, Composition and advanced synchronization in After Effects

7. Styles Editing Motion Graphics

8. advanced composition

### **Recommended Bibliography**

Krasner, J. (2008) Motion Graphics Design, Applied History and Aesthetics, Oxford: Elsevier.

Lasseter, J. (1987) 'Principles of Traditional Animation Applied to 3D Computer Animation', Computer Graphics, Volume 21, Number 4, SIGGRAPH '87.

Trish Meyer e Trish Meyer (2013) Creating Motion Graphics with After Effects: Essential and Advanced Techniques, Focal Press.

Michael Betancourt (2012) The History of Motion Graphics, Wildside Press.

### **Learning and Teaching Methods**

It is intended that the student can develop various exercises under the video composition and post-production through the alignment provided in the curriculum. Students will have to be accompanied by an individual basis to enable good results, particularly in technical field and creative critical thinking.

### **Assessment Methods**

The assessment process in this course is continuous and regular assessment, as provided for in Article 7 of RIAPA. The assessment takes into account the following elements:

Work done in class, culminating in 3 fases, distributed in the following way:

1. Animation and Audiovisual Composition [35%]
2. Production, composition and post-production of Advertising Film [35%]
3. Exercises in class, presence and attendance [30%].

In this UC there is no final exame.