AUDIOVISUAL PRODUCTION

Degree in Graphical Design

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Code: 11804

Main Scientific Area: Audiovisuais

Lecturer: Cátia Soares Vidinhas

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 100h

ECTS: 6,0

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

OPERATIONAL REGIME

Students should consult the Academic Regulation (RA) of the IPCA and the Regulation of Assessment of Knowledge and Competencies (RACC) of the ESD.

The curricular unit works on a face-to-face basis. However, given the situation of the COVID-19 pandemic, the curricular unit´s operating regime can be changed, according to current legislation and the rules defined by the IPCA. Teaching and learning methodologies will be adapted accordingly and changes will be communicated to students.

LEARNING ASSESSMENT

Continuous evaluation

The assessment regime in this curricular unit is based on continuous assessment (according to point 1 of article 3 of the ESD RACC)

Continuous assessment integrates the following elements of learning assessment with weighting:

Student attendance and participation: 10%

Introductory Exercises: 20%

Evaluation Proposal 1: 35%

Evaluation Proposal 2: 35%

The student must attend a minimum of 75% of the classes taught, to obtain a classification in the period of continuous assessment.

In the case of students covered by special attendance regimes (section 1, article 135.2 of the Academic Regulations of the IPCA), attendance and participation in the classroom may be replaced by alternative contact time with the teacher, during office hours or other schedules combined, as long as ensuring full compliance with the objectives defined in the curricular unit, as well as equal treatment between students.

Evaluation during exams (from the 1st or 2nd semesters):

This curricular unit does not allow the exam period or the 1st or 2nd semester (according to point 4 of article 4 of the RACC of the ESD)

Special season evaluation

Only students who are in a special frequency regime have access to this period (as described in section I, article 135.º and in point 5, article 209.º, of the Academic Regulation of the IPCA).

The student must inform the teacher about his intention to enroll in a special season. The expected date for the "exam" corresponds to the day of delivery of the project prepared by the student. Student and teacher must combine the means of contact, during office hours or other hours to be agreed, to guarantee the mandatory monitoring of the project and the fulfillment of the objectives defined in the curricular unit.

Assessment in this special season integrates the following elements of learning assessment with weighting:

Monitoring, interest: 30%

Motion Graphics for Opening Credits: 70%

Grade Improvement:

In this curricular unit, grade improvement works by continuous assessment (according to point 2 of article 6 of the ESD RACC)

The assessment integrates the following elements of learning assessment with weighting:

Student attendance and participation: 10%

Introductory Exercises: 20%

Evaluation Proposal 1: 35%

Evaluation Proposal 2: 35%