Syllabus
Media and Communication Design
VISUAL AND MOTION DESIGN

PROFESSOR: Daniel Méndez García

1. COURSE CONTENT/GOALS:

Achieve the technical knowledge to produce audio-visual stories. Basic needed softwares will be Adobe Photoshop and an animation software (requested Viz Artist, otherwise After Effects). The use of other known tools can be accepted previous discussion with teacher. The subject will consider the development of own judgement to apply the different course contents in producing an original video story.

2. THIS MODULE INCLUDES:

Date	Content	Course units
L 1	Presentation. Corse goals, milestones for project development, and methodology: Creation of high-end design didactic video story.	1
L 2	Theory: Framing & composition. Main design rules overview.	3
L 3	Practical: Composition exercises in Adobe Photoshop.	1
L 4	Theory: Typography	1
L 5	Theory: Storyboarding. How to organize and present the final projects	1
L 6	Theory: how to create a Visual Identity proposal document	1
L 7	Theory: Principles of animation	1
L 8	Practical: Animation tool. Targeting the design & 3D software tools to storytelling. Creation and animation of graphics.	6
L 9	Practical: Adobe Premiere. How to create an edition project, import footage and work in multitrack timelines.	1
L10	Workshop: creating the final project. Solving doubts, tips & tricks, knowledge sharing.	Remaining time

3. CORE LITERATURE:

No literature. Main goals will be created by teacher as videotutorials, and delivered along the course. If additional literature is suggested during the course, will be updated and notified to students.

4. GRADING:

Option 1) Creation of a didactic 3D video explaining either a 3D object or video footage of own creation.
Option 2) Creation of a set of real-time graphics for a live event.

The evaluation counts both the pre-production and production process, and the visual identity created for it.

Length must be between 2 and 5 minutes depending on the complexity of the content, and should contain:
　　　-Opening title
　　　-Lower thirds and/or headlines
　　　-Full screen background
　　　-Panel with information list
　　　-End credits

Visual identity of the audiovisual must be self-creation, where the example proposals are
　　　a. University Francisco de Vitoria style
　　　b. Rockabilly
　　　c. Constructivism
　　　d. Art Decó
　　　e. Inspired in an existing tv channel, previous discussion with the teacher
　　　f. Own proposal previous agreement with the teacher

Final score will be calculated as follows:

　　20%　Design guidelines / Screenplay & Storyboard
　　40%　final design execution
　　20%　Documentation
　　20%　Animation

　　- 5%　If delivery calendar dates are not accomplished
　　+5%　Collaboration with other student projects