

|                              |                                                                                                       |
|------------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Branch Name:</b>          | Post Graduate Diploma In Graphics Animation and VFX                                                   |
| <b>Program Code:</b>         | CS203                                                                                                 |
| <b>Course Title:</b>         | Motion Graphics & Visual Effects (Adobe After Effects)                                                |
| <b>Course Code:</b>          | 1CS2030104                                                                                            |
| <b>Pre-requisite Course:</b> | Motion Graphics & Visual Effects (Adobe After Effects) is Digital Video Editing (Adobe Premiere Pro). |

### Course Objective (CO):

This course is intended to make the students to equip students with mathematical tools for precise specification, analysis, and reasoning in computer science.

- To introduce students to the principles of motion graphics and visual effects production.
- To develop proficiency in Adobe after Effects for creating professional motion graphics and animations.
- To understand animation principles, key framing techniques, and visual storytelling workflows.
- To create engaging motion design projects, visual effects sequences, and multimedia content.
- To prepare students for careers in motion graphics, advertising, animation, video production, and digital media industries.

### Teaching and Examination Scheme:

| Teaching Scheme<br>(Hours. per week) |                 |                  |        | Evaluation Scheme (Marks) |               |                          |               |                          |               |                          |               |       |
|--------------------------------------|-----------------|------------------|--------|---------------------------|---------------|--------------------------|---------------|--------------------------|---------------|--------------------------|---------------|-------|
| Lecture<br>(L)                       | Tutorial<br>(T) | Practical<br>(P) | Credit | Theory                    |               |                          |               | Practical                |               |                          |               | Total |
|                                      |                 |                  |        | University<br>Assessment  |               | Continuous<br>Assessment |               | University<br>Assessment |               | Continuous<br>Assessment |               |       |
|                                      |                 |                  |        | Min.<br>Marks             | Max.<br>Marks | Min.<br>Marks            | Max.<br>Marks | Min.<br>Marks            | Max.<br>Marks | Min.<br>Marks            | Max.<br>Marks |       |
| 1                                    | 1               | 2                | 3      | -                         | -             | -                        | -             | 18                       | 50            | 09                       | 25            | 75    |

### Course Contents:

| Sr. No | Topic                                                                                                                                                                                                                                                                               | Total Hours | Weightage (%) |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|
| 1.     | <b>Introduction to Motion Graphics and Adobe After Effects:</b> Motion graphics fundamentals, visual storytelling concepts, After Effects interface, project setup, composition settings, layers, timeline management, keyframe animation, graph editor, and workflow fundamentals. | 15          | 25            |
| 2.     | <b>Animation Principles and Motion Design:</b> Principles of animation, easing and timing, motion paths, shape layers, masks, parenting, null objects, kinetic typography, logo animation, lower thirds, and animated infographic creation                                          | 15          | 25            |
| 3.     | <b>Visual Effects and Compositing Techniques:</b> Green screen keying, chroma key techniques, tracking and stabilization, rotoscoping, blending modes, visual effects integration, particle systems, camera animation, lighting effects, and compositing workflows.                 | 15          | 25            |
| 4.     | <b>Advanced Motion Graphics and Project Development:</b> Expressions, motion graphics templates, promotional video production, title sequence design, and social media motion content, advertising projects, portfolio development, and final motion graphics project presentation. | 15          | 25            |

### Course Learning Outcomes (CLO):

At the end of this course, the student would be able

- CLO1:** Understand the principles of motion graphics and visual effects production.
- CLO2:** Create professional animations using Adobe After Effects tools and techniques.
- CLO3:** Apply compositing, tracking, and visual effects workflows in creative projects.
- CLO4:** Develop engaging motion graphics content for digital media and advertising.
- CLO5:** Produce portfolio-ready motion graphics and visual effects projects using industry-standard workflows

### List of Textbooks:

- Adobe After Effects Classroom in a Book – Adobe Press.
- Creating Motion Graphics with After Effects – Trish & Chris Meyer.
- Motion Graphics Design Academy – Open Source Learning Resources.

### List of Reference Books:

- The Animator's Survival Kit – Richard Williams.
- Motion Graphics: Principles and Practices – Ian Crook & Peter Beare.
- Designing with Motion – Valerie Landau.

### E-Resource / Web Links:

- Adobe After Effects Learn & Support
- Adobe Creative Cloud Tutorials
- Video Copilot Training Resources
- School of Motion
- LinkedIn Learning – After Effects
- Motion Design School
- Motion Graphics Tutorials

### Mapping of CLO, PO and PSO

| Course Learning Outcomes | Program Outcomes (POs) |     |     |     |     |     |     |     |     |      |      |      | Program Specific Outcomes (PSOs) |      |      |
|--------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|----------------------------------|------|------|
|                          | PO1                    | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1                             | PSO2 | PSO3 |
| <b>CLO1</b>              | H                      | M   | L   |     |     |     |     |     |     |      |      |      | H                                | M    |      |
| <b>CLO2</b>              | H                      | H   | M   | M   |     |     |     |     |     |      |      |      | H                                | M    |      |
| <b>CLO3</b>              | M                      | M   | H   | M   |     |     |     |     |     |      |      |      | M                                | H    |      |
| <b>CLO4</b>              | M                      | H   | M   | H   | M   |     |     |     |     |      |      |      | H                                | H    |      |

**H: High, M: Medium, L: Low**