

MOTION GRAPHICS

Spring '25

Professor: Dustin Zemel (he/him)

Office Hours: Tue 5-6pm (Zoom) and by appt.

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Course Description

This course introduces students to the fundamentals of motion graphics using Adobe After Effects. Designed for students with basic familiarity with digital media tools, the course covers key animation and compositing techniques including keyframing, masking, rotoscoping, motion tracking, type animation, and 3D camera movement.

Students will complete weekly projects that build technical confidence and creative voice while exploring applications relevant to professional design, video production, and visual art. The course culminates in two major projects: a collaborative TV show-style credit sequence and a final independent piece demonstrating intentional motion design.

Weekly Schedule

TUESDAY: Synchronous class online 6-8:50pm

Class Zoom Link: <https://evergreen.zoom.us/j/89479797102>

MONDAY (following): Weekly Assignment due 11: 59pm

Learning Objectives

By the end of the course, students will be able to:

- Animate and manipulate layers in After Effects using keyframes and effects
- Create and animate dynamic text, logos, and graphic elements
- Use masks, mattes, and rotoscoping tools to composite visuals
- Apply motion tracking, 3D layers, and camera tools
- Render and export projects for various platforms
- Develop professional-quality motion graphics for personal or client use

Supplies

- Adobe After Effects (Creative Cloud) – Provided with enrollment
- Reliable internet connection and computer capable of running AE
- Access to Zoom and Canvas

Program Work

Over the course of the quarter, students are responsible for completing **eight assignments**. The majority of these will be **creative exercises** designed to help you build specific technical skills in Adobe After Effects. These exercises are generally **graded on completion**—meaning your effort, timeliness, and engagement with the technique are what matter most.

In addition to these smaller assignments, there are **three major projects** that are **graded more rigorously for quality, creativity, and technical execution** (marked with * in schedule):

1. **Brooklyn 99–Style Opening Credit**
2. **Animated Logo Project**
3. **Final Independent Project**

These larger projects will likely require **multiple drafts or submissions**. You'll receive feedback on your work and have the opportunity to revise before submitting your final versions. These assignments are **weighted more heavily** and are intended to demonstrate your overall growth, craftsmanship, and creative thinking by the end of the course.

UPDATED GENERAL COLLEGE WIDE SYLLABUS STATEMENTS

Week	Topic	Assignment
Week 1	Intro to After Effects + Principles of Motion	Assignment: Bouncing Ball
Week 2	Kinetic Typography & Audio Sync	Assignment: Kinetic Text (student choice)
Week 3	Masks, Mattes, and Reveals	Assignment: Brooklyn 99 credit sequence entry*
Week 4	Rotobrush Workshop Creative Compositing Brooklyn 99 Screening	Assignment: Rotoscope an action shot into an animated background
Week 5	Motion Tracking & Stabilization Final Project Overview	Assignment: Motion Tracking Exercise (student choice)
Week 6	Green Screen Workshop Keying & AE/Premiere Workflow	Assignment: Chroma Key Exercise

	Possible optional in-person session (Lynda Lab)	
Week 7	Illustrator & Photoshop Integration	Assignment: Animate a Logo *
Week 8	3D Layers, Camera Tools, Lighting, Particle Systems	Assignment: 3D movement exercise
Week 9	Final Project Check-ins & Troubleshooting	Assignment: Student choice
Week 10	FINAL PROJECT SHOWCASE	Final Project Due *

*professional quality expected

CLASSROOM AGREEMENT

In our class, we build a respectful and collaborative environment where every voice is valued and creativity thrives. Embrace the learning process, take risks, and respect the unique perspectives and needs of others as we work together to grow our skills in film production. Be present, open, and engaged, supporting one another throughout the process.

Key Points:

- **Actively participate** and listen with openness.
- **Respect others' work and feedback**—offer constructive support.
- **Embrace mistakes** as part of learning and experimenting.
- **Stay present and engaged**, ready to learn and create together.
- **Support each other's growth**, fostering a community of trust and creativity.