



Course Description

GRA1752 | Motion Graphics For Web Design | 4.00 credits

This intermediate-level course examines web vector graphics and their ability to display illustrations and animations on a web page. An in-depth examination of web vector graphics which when combined with transitions and transformations, enables web designers to create dynamic online images and animations that are compatible across desktop and mobile web browsers. The student will create portfolio-ready web projects and animations. Prerequisites: GRA1750, GRA2117C.

Course Competencies:

Competency 1: The student will design a static banner graphic and set of icons for guided lessons and assignments by:

1. Illustrating the banner and icon graphics using industry-standard vector illustration software
2. Following web-standard naming conventions for layers, groups, and IDs
3. Exporting vector graphics in web-standard vector formats

Competency 2: The student will design and create web-standard vector rollovers for guided lessons and assignments by:

1. Brainstorming, designing, and illustrating interlocking vector shapes
2. Following web-standard naming conventions for layers, groups, and IDs
3. Applying rollover states in styling attributes to change the appearance of the vector shapes in a web browser

Competency 3: The student will prepare web videos and animations for guided lessons and assignments by:

1. Applying video timeline animations in an industry-standard digital imaging software
2. Applying opacity, position, and style changes to starting and ending keyframes and “tweeting” the interstitial frames
3. Editing imported raw video, inserting cuts, dissolves, and wipes

Competency 4: The student will create keyframe animations for web vector Graphics during guided lessons and assignments by:

1. Defining animation and transformation properties using styling attributes
2. Defining hover states and transition properties
3. Using styling attributes

Competency 5: The student will create canvas animations during guided lessons and assignments by:

1. Brainstorming, planning, and drawing elements using industry-standard vector illustration software
2. Following web-standard naming conventions for layers, groups, and IDs
3. Exporting canvas animations compatible with web browsers

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities