

[MDB302] ADVANCED VISUAL COMMUNICATION

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN	Subject	PERSONAL SKILLS
Semester	2	Course	1
Character	OPTIONAL	Mention / Field of specialisation	
Plan	2022	Modality	Face-to-face
Credits	4	Hours/week	2.22
		Language	CASTELLANO
		Total hours	40 class hours + 60 non-class hours = 100 total hours

PROFESSORS

(No professor appointed)

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
VISUAL COMMUNICATION DESIGN METHODOLOGY AND MANAGEMENT	(No previous knowledge required)

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA14 - Design complex animations to highlight the value of an innovative product/service to the target audience based on user experience		x		4
Total:				4

KC: Knowledge or Content / SK: Skills / AB: Abilities

SECONDARY LEARNING RESULTS

RMD14 [!] *Diseñar animaciones complejas para resaltar el valor un producto/servicio innovador al público objetivo desde la experiencia de uso*

LEARNING ACTIVITIES

	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams	40 h.	60 h.	100 h.

EVALUATION SYSTEM

Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems

W

100%

MAKE-UP MECHANISMS

Individual written and oral tests to assess technical skills of the subject

CH - Class hours: 40 h.

NCH - Non-class hours: 60 h.

TH - Total hours: 100 h.

CONTENTS

1. Objectives

Presentation of a product/service. Explainer videos.

Software presentation: Uses and professional examples.

2. Introduction to After Effects

Interface, tools and composition.

Element properties, video formats, exportation.

3. Animation I. Texts, solids, masks.

Introduction to texts, solids and masks.

Basic keyframe animation.

Animation of 2D/3D texts, solids and masks. Tracking routes.

4. Animation II. Forms and null objects.

Texts II

Keyframe animation by speed graph.

Introduction to shapes. Shape animation.

Converting text and vector files to shapes. null objects

Motion blur

5. Adjustment layers and FX Effects

Effects generation.

Final video texture. Adjustment layers.

6. Tracking

Animation by position (manual). Tracking (automatic).

Exporting keyframes.

7. Cameras and 3D objects

8. Audio

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

Video projections
Computer practical training
Specific Master Software
Slides of the subject
Presentations by external Lecturers
Moodle Platform

Bibliography

http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in k.pl?grupo=ESTRATEGICO12&ejecuta=15&_ST