

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Motion graphics

2nd session: July 9th – July 19th 2024

www.naba.it



Motion graphics

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 **E-mail:** summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Intermediate level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

This course focuses on the motion graphics using *Adobe After Effects*.

Students will discover the entire production pipeline to finalize an animation thanks to practical and theoretical classes.

COURSE OBJECTIVES

The course has been designed to provide international students the necessary tools in order to acquire all the basic principles to create animated clips.

Different techniques and approaches will be shown to get the desired result.

ADMISSION REQUIREMENTS

This course is intended for students who have basic *Adobe Photoshop* and *Adobe Illustrator* skills.

OUTPUT

At the end of this course students will make, as a final project, a series of mini clip related to all the topics discussed during the classes. Students will also make a portfolio video where they will present themselves.

LIST OF MATERIALS AND TOOLS

- Laptop;
- Adobe Creative Cloud with After Effects, Media Encoder, Photoshop and Illustrator.

Contacts

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ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons and practical workshops.
Every lesson will focus on a specific topic.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS	GRADING SCALE				
1. Attendance 30%	Excellent = 90-100				
2. Participation and creative process 40%	Good = 80-89				
3. Final work / final presentation 30%	Average = 70-79				
TOTAL 100%	Below Average = 60-69				
	Poor = 59 or below				
	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Contacts



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1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none">• Introduction to the course.
Day 2 - Wednesday		<ul style="list-style-type: none">• First look to the software and production pipeline.• The interface.• Folders Structure.• Managing assets.• Keyframes.• Hands on practice.
Day 3 - Thursday		<ul style="list-style-type: none">• Import Illustrator files.• Parenting layers.• Masks and nested timelines.• Hands on practice.
Day 4 - Friday		<ul style="list-style-type: none">• Import Photoshop files.• Scripting.• Hands on practice.

*The Academy reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">• Text layer.• Shapes Layer.• Track matte.• Hands on practice.
Day 6 - Tuesday	<ul style="list-style-type: none">• Native 3D Layer.• Preparation of the final project.
Day 7 - Wednesday	<ul style="list-style-type: none">• Render / Export techniques.• Preparation of the final project.
Day 8 - Thursday	<ul style="list-style-type: none">• Preparation of the final project.
Day 9 - Friday	<ul style="list-style-type: none">• Final presentation.

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