

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

Motion graphic

2nd SESSION:
July 12th – July 22nd 2022

MOTION GRAPHIC

School: Nuova Accademia di Belle Arti

Address: Via Ostiense 92, 00152 Roma, Italy

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Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

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

TITLE – AREA

Motion graphic (Intermediate level)

COURSE TEACHER

Gianluca Abbate

COURSE DESCRIPTION

The course explores the field of Motion Graphic by focusing on and putting into practice After Effects software skills, for the realization of a concrete project that can be integrated in Graphic Design projects or other multimedia productions - characterized by different types of animations - experimentation and a correct use of dynamism.

The main professional techniques used for the production of audiovisual films will be addressed, ranging between different techniques, formats and application types: in web design (banners and SVG animations), for broadcasting (opening / closing credits for cinema and TV), in development motion branding and bumper logo, explainer videos and animated infographics, but also short films, commercials, promos and showreels.

Thanks to the implementation of Maxon Cinema4D, basics of 3D modeling will also be addressed, integrating compositing and color correction in line with the project development.

COURSE OBJECTIVES

ADMISSION REQUIREMENTS

The course is dedicated to students interested in an in-depth study on Motion Design techniques and for Graphic Designers interested in the field of contemporary computer graphics, animation techniques, and in general interested in insights useful for multiple design purposes and creative direction productions aiming at different media and communication devices.

OUTPUT

LIST OF MATERIALS AND TOOLS

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period.

Students should attend every lesson, and try to be in class at least 10 minutes before the beginning of class. 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**TEACHER'S SHORT BIO**

Gianluca Abbate

Grading

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

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
		Below Average = 60-69
TOTAL	100 %	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)	Exhibits exceptional analysis of	Exhibits exceptional analysis of	Exhibits average analysis of concepts &	Exhibits below average analysis of	Exhibits poor analysis of concepts &

work/ Final presentation) (30%)	concepts & production of original proposal	concepts & production of original proposal	production of original proposal	concepts & production of original proposal	production of original proposal
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Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday				Welcome and Registration
Day 2 Wednesday				
Day 3 Thursday				
Day 4 Friday				

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				
Day 6 Tuesday				
Day 7 Wednesday				
Day 8 Thursday				
Day 9 Friday				

*The school 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.