

MOTION GRAPHIC DESIGN - CERTIFICATE OF ACHIEVEMENT - LEVEL 2

The Certificate of Achievement in Motion Graphic Design Program pairs Graphic Design techniques with visual storytelling and animation to provide students with comprehensive workforce related skills in the Media Art industry. Motion Graphic Design provides high demand skills in corporate branding, social media, user experience, marketing, television, broadcasting and the internet.

Students enrolled in this program will learn computer-based motion graphics for video production, creating multimedia projects utilizing design principles, typography, animation principles, storytelling and composition guidelines, for advertising, tech and entertainment industries. At the completion of this program, students will have a well-rounded professional Motion Graphic Design portfolio and have the necessary skill sets for workforce requirements.

- Apply the elements and principles of design in finished multimedia projects for a Motion Graphic Design portfolio.
- Analyze video production for motion graphics and create multimedia projects utilizing principles of motion design commonly used in commercials, movie, game, broadcasting and websites.
- Produce video composites combining graphic design, visual storytelling and animation, and applying effects, cinematic techniques and audio for branding, advertisement and entertainment purpose.
- Evaluate and critique digital media projects utilizing relevant terminology and concepts.

Course	Title	Credits
Required Courses		27
DMA 001	Introduction to Digital Media Arts	3
DMA 002	Introduction to Graphic Design	3
DMA 003	Introduction to Typography and Business	3
DMA 005	Motion Graphics I	3
DMA 006	Motion Graphics II	3
DMA 007	Digital Video Production	3
DMA 021	Visual Development	3
DMA 022	2D Animation	3
DMA 023	3D Modeling	3
Total Units		27