



Course Code MULT-260	Course Title Multimedia Art & Aesthetics	ECTS Credits 6
Department Design and Multimedia	Semester Fall, Spring	Prerequisites MULT-161
Type of Course Major	Field Applied Multimedia	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer(s) Paschalis Paschalis
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Introduce the historical and critical overview of how motion graphics has evolved as a commercial practice in the motion picture, broadcast and interactive media industries
- Analyse case studies and engage graphics that feature works of high artistic merit from practitioners and students from across the globe
- Offer insight into how designers formulate ideas, solve problems and search for artistic expression
- Guide students to create meaningful multimedia artistic experiences or artefacts through the thoughtful and creative use of ideas, concepts and contemporary technologies.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Identify the history of Motion Graphics and Animation
2. Identify the uses of Motion graphics in various media
3. Analyze the aesthetic issues involved in designing multimedia artifacts
4. Explain how the union of images and typography can function as a visual language in a time-based environment
5. Utilize compositional and sequential principles to express concepts and emotions and to establish clear and effective communication
6. Conceptualize and define the objective while considering the target audience
7. Identify various animation techniques
8. Asses the seamless integration of many types of content into a uniform, multi-layered space to create unusual, visual relationships
9. Utilize an authoring/animation tool to design and develop multimedia applications/artifacts

Course Contents:

1. A brief History of Motion Graphics and experimental Animation
2. Motion Graphics in Film, Television, Interactive media and the Environment
3. Motion Literacy: Choreographing Movement
4. Images, Live-Action, and Type
5. The pictorial and sequential Composition
6. Conceptualization
7. Animation Processes
8. Motion Graphics Composition and Sequencing
9. Introduction to an authoring/animation tool
10. Putting theory into practice - Documentation, design and development of multimedia

artefacts.

Learning Activities and Teaching Methods:

Lectures, Lab Presentations, Lab Tutorials, Practical Exercises and Assignments.

Assessment Methods:

Exercises, projects, Final exam

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Jon Krasner	Motion Graphics Design – Applied History and Aesthetics	focal press	2008	978-0-240-80989-2

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Paschalis Paschalis	On-Line Teaching and Learning Material		2008	