

Course 3: Time-based Media Design - Course Map

Learning Outcome	Skills and Knowledge	Evidence
LO1: Apply animation principles to create animated compositions.	<ul style="list-style-type: none">- Basics of animation: timing, spacing, and anticipation.- Keyframe animation techniques using software like After Effects.- Application of motion paths and easing.	Create an animated composition demonstrating animation principles, including smooth transitions and well-timed keyframe animations.
LO2: Optimise video output for quality and accessibility across platforms.	<ul style="list-style-type: none">- Export settings for diverse platforms (social media, web, cinema).- Maintaining visual and audio quality.- Ensuring accessibility with captions and transcripts.	Produce and export a video that maintains high-quality visuals and audio, optimised for at least two platforms, and includes accessibility features like captions.
LO3: Develop video narratives using contemporary software tools and storyboarding techniques.	<ul style="list-style-type: none">- Storyboarding: plot, pacing, and character development.- Video production workflows using tools like Premiere Pro or DaVinci Resolve.- Audio-visual integration.	Create a video narrative supported by a storyboard that outlines plot, pacing, and transitions, incorporating synchronised audio and visual elements.
LO4: Evaluate narrative approaches in video content for clarity and engagement.	<ul style="list-style-type: none">- Identifying key elements of storytelling for engagement.- Evaluating plot structure and pacing.- Comparing different narrative approaches.	Prepare an evaluation report analysing narrative clarity and engagement in an existing or self-produced video, with recommendations for improvement.
LO5: Discuss cultural narratives to enhance depth and authenticity of storytelling.	<ul style="list-style-type: none">- Incorporating cultural and ethical storytelling practices.- Exploring te ao Māori narratives or other cultural perspectives.- Aligning narratives with ethical standards.	Develop a narrative-driven media piece that authentically integrates cultural storytelling, with a reflection on the incorporation of cultural and ethical considerations.
LO6: Assess the effectiveness of animated and video design solutions in achieving project objectives.	<ul style="list-style-type: none">- Benchmarking motion media outputs against industry standards.- Evaluating transitions, motion, and narrative alignment with objectives.- Documenting evaluation findings.	Write a critique of an animated or video design, assessing its effectiveness in meeting project objectives and alignment with professional standards.

Foundation Topics (1-4): Core Motion Media Skills

1. Introduction to Time-Based Media Design

- Overview of motion-based media and storytelling.
 - Introduction to software tools (e.g., After Effects, Premiere Pro).
2. **Animation Principles and Keyframing**
 - Basics of animation: timing, spacing, and anticipation.
 - Creating keyframe animations for smooth motion.
 3. **Storyboarding Techniques**
 - Developing visual storyboards to plan motion sequences.
 - Key elements: frames, transitions, and visual flow.
 4. **Narrative Development for Motion Media**
 - Structuring narratives: plot, pacing, and character development.
 - Aligning narratives with target audience needs.
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Application and Ideation Topics (5-8): Preparing for Assessment 1

5. **Visual Storytelling Techniques**
 - Using visuals to enhance storytelling.
 - Incorporating cultural and ethical perspectives.
6. **Audio Integration in Motion Media**
 - Basics of audio: sound effects, voiceovers, and music.
 - Syncing audio with motion for effective storytelling.
7. **Critiquing Storyboards and Narratives**
 - Evaluating the clarity, engagement, and cultural sensitivity of narratives.
 - Documenting feedback and refining storyboards.
8. **Pre-Production Planning**
 - Preparing assets for animation or video production.
 - Defining project scope, timelines, and deliverables.

Assessment 1: Learners submit the **Storyboard**, **Written Narrative**, and **Narrative Evaluation** after completing this topic.

Advanced Design and Output Topics (9-12): Preparing for Assessment 2

9. **Producing Motion Media Outputs**

- Creating animations or videos using After Effects or Premiere Pro.
- Incorporating transitions, effects, and dynamic motion.

10. **Optimization for Platforms and Accessibility**

- Exporting media for social media, websites, and public screenings.
- Adding accessibility features (e.g., captions, transcripts).

11. **Integrating Feedback and Refining Outputs**

- Iterating on media outputs based on feedback.
- Ensuring alignment with campaign goals and professional benchmarks.

12. **Reflection and Presentation**

- Writing or presenting a reflection on the production process.
- Evaluating the final product against objectives.

Assessment 2: Learners submit the **Motion Media Output** and **Reflection Report** after completing this topic.

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