Module Title	Moving Image Practices (Existing Module - Adapted)
Programme(s)/Course	BA (Hons) Digital Media Arts
Level	5
Semester	1
Ref No:	Existing Module - change in title
Credit Value	20 CAT Points
Student Study hours	Total hours: 200 Contact hours: 48 Student managed learning hours: 152
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Module Coordinator [Name + e mail address]	Arron Trinder
Parent Department	Department of Arts and Media
Parent Course	BA (Hons) Digital Media Arts
JACS Code	
Description [100 words max]	The module explores contemporary moving image practices and introduces students to professional post-production tools used for digital motion graphics, visual effects and compositing. Building on the digital imaging, audio and animation skills acquired at Level 4, students will be able to experiment with techniques for combining media from a variety of sources to produce hybrid moving image work for screen.
Aims	The aims of this module are to: • Develop strategies for idea generation and research for moving image work • Examine motion graphics styles and visual effects in moving image contexts • Further develop skills in animating, manipulating and compositing media, building upon the practical and professional skills acquired at Level 4 • Explore the integration of audio and visual elements in moving image work • Introduce students to post-production tools for creating moving image compositions

Learning outcomes	At the end of this module students will be able to: 1) Identify common motion graphics techniques and describe how they can be used in the production process. 2) Apply aesthetic and critical evaluation to the production process 3) Apply pre-production methods, including visual research and storyboarding, in the production of moving image work. 4) Demonstrate the ability to create motion graphics, visual effect and composite a variety media types into moving image work using commercial post-production tools. 5) Demonstrate oral and written communication and research skills for production through seminar discussion, critical review and written work.
Assessment Criteria linked to (L0)	1) Application of motion graphics techniques in tackling a series of set briefs (LO1). 2) Evidence of research and creation of appropriate pre-production material (LO3, LO4). 3) Evidence of fusion of form and content and a high level of proficiency in the production of moving image work (LO2, LO3, LO4). 4) Practice visual and written communication skills to document research and working process and reflect on/evaluate their practical work (LO2, LO3, LO5).
Employability	The module will address the growing need for cross-platform computing skills, incorporating advanced still imaging principles into video editing and post-production/animation processes. It will give students the opportunity to develop a familiarity with the technical and conceptual frameworks for moving image work, which is increasingly found across a variety of professional contexts: commercials and films, web design, broadcast graphics, animation, installation and fine art practice, VJ and club culture, music videos as well as more traditional forms of video production.
Teaching & Learning Pattern	The module runs over 12 weeks and is delivered through contextual seminars, hands-on practical and computer-based workshops, student presentations, and group critiques.
Indicative content	Contextual seminars will explore the following areas: • Contemporary contexts for moving image work and motion graphics • Planning, researching and developing ideas in moving image and time-based practices • Design into motion, filmmaking, and short film styles • The relationship of audio to the moving image Technical workshops may explore: • Colour correction and manipulation

	• Masking and compositing • Advanced video and photographic editing skills • Typography and digital illustration for screen
Assessment method	**Coursework 1: Moving Image Portfolio (25%)** • A portfolio of small-scale exercises developing moving image skills **Coursework 2: Moving Image Project (50%)** Formative Assessment: • Presentation pitch for a major project • Presentation of supporting pre-production material Summative Assessment: • Moving image project based on extending the moving image portfolio In addition, all supporting material and documentation needs to be submitted with the project. **Coursework 3: Project Evaluation (25%)** • 2,000-word written evaluation All components of assessment need to be submitted in order to pass the module.
Indicative Reading	**Core Reading:** Brinkman, R. (2008) *The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics*, 2nd Edition, Amsterdam; London: Elsevier/Morgan Kaufmann. Foster, J. (2006) *After Effects and Photoshop: Animation and Production Effects for DV and Film* 2nd ed., John Wiley & Sons. Krisztian, G. & Schlempp-Ãlker, N. (2006) *Visualising Ideas: From Scribbles to Storyboards*, Thames & Hudson. Leighton, T. (2007) *Art and the Moving Image: A Critical Reader*, Tate Publishing in association with Afterall. Willis, H. (2008) *New Digital Cinema- Reinventing the Moving Image*, Wallflower Press. **Optional Reading:** Beckman, K. (2008) *Still Moving: Between Cinema and Photography*, Duke University Press. Brougher, K. et al (2008) *The Cinema Effect: Illusion, Reality, and the Moving Image* illustrated edition, D Giles Ltd. Brownlee, A.B. & Oliver, V.C. (2008) *Cinema Remixed and Reloaded: Black Women and the Moving Image Since 1970*, University of Washington Press. Burgin, V. et al (2005) *Stillness and Time: Photography and the Moving Image*, Photoworks. Onedotzero (2005) *Motion Blur: Graphic Moving Imagemakers*, abridged edition, Laurence King. Photoworks. Campany, D. (2007) *The Cinematic*, MIT Press. Campany, D. (2008) *Photography and Cinema*, Reaktion Books. Carroll, N. (2003) *Engaging the Moving Image*, Yale University Press. Doane, M.A. (2003) *The Emergence of Cinematic Time: Modernity,*

	Contingency, the Archive, Harvard University Press. Wombell, P. (1987) (Ed.) *PhotoVideo* London: River Oram Press.
Other Learning Resources	**LSBU Resources:** PowerPoint slide presentations, the module guide and other relevant materials will be available through the University Virtual Learning Environment, along with links to relevant websites. **After Effects:** http://www.videocopilot.net/tutorials/ - Video Copilot tutorials http://library.creativecow.net/tutorials/adobeaftereffects - Creative Communities of the World tutorials **Moving Image Communities & Resources:** http://www.motionographer.com http://www.mograph.net/ http://www.mographwiki.net/ http://seenoevil.tv/ http://dotmogo.com/ http://www.artofthetitle.com/ http://www.watchthetitles.com/ http://idents.tv/blog/ **Competitions/Festivals:** Jerwood Space: Motion Graphics Award and exhibition (http://www.jerwoodmovingimage.org/) Onedotzero festival @ BFI South Bank **DVD:** Prouvost, L. & Ludwig, B. (2007) *Fresh Moves: New Moving Images from the* UK - a DVD of film and video art presented by tank.tv: New Moving Images from the UK, Tank.