**GRA 1752  Motion Graphics for Web Design**

**Course Description:**
This intermediate-level course examines web vector graphics and their ability to display illustrations and animations on a web page. An in-depth examination of web vector graphics which when combined with transitions and transformations, enables web designers to create dynamic online images and animations that are compatible across desktop and mobile web browsers. Students create portfolio-ready web projects and animations. Prerequisites: GRA1750, GRA2117c. (2 hr. lecture; 4 hr. lab.)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will design a static banner graphic and set of icons for guided lessons and assignments by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Illustrating the banner and icon graphics using an industry-standard vector illustration software.  
2. Following web-standard naming conventions for layers, groups and IDs.  
3. Exporting vector graphics in web-standard vector formats. |  |
| **Competency 2:** The student will design and create web-standard vector rollovers for guided lessons and assignments by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Brainstorming, designing and illustrating interlocking vector shapes.  
2. Following web-standard naming conventions for layers, groups and IDs.  
3. Applying rollover states in styling attributes to change the appearance of the vector shapes in a web browser. |  |
| **Competency 3:** The student will prepare web videos and animations for guided lessons and assignments by: | • Communication  
• Critical thinking  
• Computer / Technology Usage  
• Aesthetic / Creative Activities |
| 1. Applying video timeline animations in an industry-standard digital imaging software. |  |

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2. Applying opacity, position and style changes to starting and ending keyframes and “tweening” the interstitial frames.
3. Editing imported raw video, inserting cuts, dissolves and wipes.

Course Competency 4: The student will create keyframe animations for web vector graphics during guided lessons and assignments by:
1. Defining animation and transformation properties using styling attributes.
2. Defining hover states and transition properties using styling attributes.

Course Competency 5: The student will create canvas animations during guided lessons and assignments by:
1. Brainstorming, planning and drawing illustration elements using an industry-standard vector illustration software.
2. Following web-standard naming conventions for layers, groups and IDs.
3. Exporting canvas animations compatible with web browsers.

- Communication
- Critical thinking
- Computer / Technology Usage
- Aesthetic / Creative Activities