NABA

NUOVA ACCADEMIA DI BELLE ARTI

SUMMER COURSES

Motion graphic

2nd SESSION:
July 11th – July 21st 2023

MOTION GRAPHIC

School: Nuova Accademia di Belle Arti
Address: Via Ostiense 92, 00152 Roma, Italy
Phone: +39.06.90251.309
E-mail: summer@naba.it
Course Structure: 45 hours – 9 lesson days
ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA
Motion graphic (Intermediate level)

COURSE TEACHER
Gianluca Abbate

COURSE DESCRIPTION

The course explores the field of Motion Graphic by focusing on and putting into practice After Effects software skills, for the realization of a concrete project that can be integrated in Graphic Design projects or other multimedia productions - characterized by different types of animations - experimentation and a correct use of dynamism.
The main professional techniques used for the production of audiovisual films will be addressed, ranging between different techniques, formats and application types: in web design (banners and SVG animations), for broadcasting (opening / closing credits for cinema and TV), in development motion branding and bumper logo, explainer videos and animated infographics, but also short films, commercials, promos and showreels.
Thanks to the implementation of Maxon Cinema4D, basics of 3D modeling will also be addressed, integrating compositing and color correction in line with the project development.

COURSE OBJECTIVES

The course aims to provide students with the skills of motion graphics and contemporary animation for the realization of projects with a focus on creativity and its wide application.

ADMISSION REQUIREMENTS

The course is dedicated to students interested in an in-depth study on Motion Design techniques and for Graphic Designers interested in the field of contemporary computer graphics, animation techniques, and in general interested in insights useful for multiple design purposes and creative direction productions aiming at different media and communication devices.
Passion for graphics, typography, geometric shapes, video and photography, love for animation and a great desire to learn are also required.

LIST OF MATERIALS AND TOOLS

The software we will be using are After Effects, Illustrator, Photoshop, Cinema 4d, Blender, Boris Mocha.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. Students should attend every lesson, and try to be in class at least 10 minutes before the beginning of class. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated.
Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

The course will be mainly practical. The best way to learn how to use software is by working on projects. We will also analyze famous motion graphics sequences for a broader approach to the work.

TEACHER'S SHORT BIO

Gianluca Abbate is an artist, designer and director of experimental films based in Roma, born in 1980. In 2016, he won a Nastro d'Argento and in 2015 best short film at the Turin Film Festival. In 2020 he was awarded the Efebo d'Oro for New Languages and the Goethe Film Award at the Zebra Poetry Film Festival in Berlin. His films have been screened at the Ann Arbor festival in the United States, at the MAXXI in Rome, MMOMA - Museum of Contemporary Art in Moscow, Museum of Modern Art in Istanbul, MOCA Hiroshima, Palais de Tokyo and broadcast on ARTE France. He has designed for RAI the graphic identity of the "Stati Generali " and "la TV Delle Ragazze " by Serena Dandini. He has given lectures at the Civic School of Cinema in Milan, Ied Rome, the Academy of Fine Arts in Frosinone and currently teaches at the NABA in Rome.

NABA **NUOVA ACCADEMIA DI BELLE ARTI**

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	**Good** 80 – 89%	**Average** 70 – 79%	**Below Average** 60 – 69%	**Poor Below** 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

4

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday	9AM - 2 PM	Gianluca Abbate	5	Welcome and Registration Briefing How does the course work?
	9AM - 2 PM	Gianluca Abbate		Create and Develop Your Own design, Mood Board and Color Palette
Day 2 Wednesday	9AM - 2 PM	Gianluca Abbate	5	Developing the Idea, Finding References and Creating a Mood Board
		Gianluca Abbate		Creating a Sketch, Storyboard and Animatic
Day 3 Thursday	9AM - 2 PM	Gianluca Abbate	5	Advanced techniques with layers of form 1
				Advanced techniques with layers of form 2
Day 4 Friday	9AM - 2 PM	Gianluca Abbate	5	Beyond text animation 2D
				Beyond text animation 3D

NABA NUOVA ACCADEMIA DI BELLE ARTI

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday	9AM - 2 PM	Gianluca Abbate	5	Shape and text transform animation
				Other uses of text and shape layers
Day 6 Tuesday	9AM - 2 PM	Gianluca Abbate	5	Motion tracking and video compositing
				Shape Based Tracking in Mocha
Day 7 Wednesday	9AM - 2 PM	Gianluca Abbate	5	Compositing and post production
				Slow motion and time warp
Day 8 Thursday	9AM - 2 PM	Gianluca Abbate	5	Create a Template for Social Networks
				Instagram Feed, Portrait and 16/9
Day 9 Friday	9AM - 2 PM	Gianluca Abbate	5	Work Presentation and Evaluation

*The school reserves the right to:
- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.