

Course Description Form: Graphics and Motion Graphics

Course name:					
Graphics and Animation					
Course code:					
GAD					
Semester / Year:					
First Semester					
Date of preparation of this description:					
15/10/2026					
Available forms of attendance:					
In-person theoretical and practical + online (when needed)					
Total number of study hours / total number of units:					
3 hours / 3 units					
Name of course coordinator					
Name: Assist. Lecturer Mustafa Razzaq Kazem Email: mustafa.razzaq@uowa.edu.iq					
Course objectives					
This course studies the fundamentals of graphic design and motion graphics techniques, focusing on employing visual elements to produce effective visual content that serves media, advertising, and cultural purposes. The course introduces students to basic design concepts such as typography, color, composition, visual rhythm, and visual identity, in addition to the principles of animation, timing, and visual motion. The course addresses both the theoretical and practical aspects, as students learn how to use specialized design and animation software and to turn ideas into designs and motion graphics that express media messages in a creative and impactful manner. It also aims to develop aesthetic sense and the ability for visual analysis, and to work on applied projects that keep pace with labor market requirements in the fields of digital media and contemporary design.					Objectives of the course subject
61. Teaching and learning strategies					
.Theoretical lectures supported by applied examples ✓ .Class discussions and analysis of real case studies ✓ .Applied projects (reports and short research papers) ✓ .Training in using quantitative methods for forecasting and decision-making ✓ .E-learning through digital resources and educational videos ✓					Strate gy
62. Course structure					
Assess ment metho d	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture + discussion	Introduction to graphic design	The concept of graphic design and its importance	3	1
	Lecture + examples	Computer application	Practical	2	2
Short report	Lecture + participation	Graphic design from its origins until the emergence of the Industrial Revolution	The student explains the prospects for the development of graphic design and its contemporary role	3	3
		Practical	Practical	2	4

Assign ment	Lecture + exercise	Graphic design in the nineteenth century	The student reviews the emergence and development of graphic design before the Industrial Revolution	3	5
		Practical	Practical	2	6
Assign ment	Lecture + training	Graphic design in the twentieth century The twenty-first century	The student distinguishes the features of graphic design in the twentieth century Features of graphic design in the twenty-first century	3	7
		Practical lecture	Practical lecture	2	8
			Exam		9
Assign ment	Lecture + practical examples	The image and space	The student analyzes the image as a visual element in design. The student explains the role of space in design composition	3	10
		Practical	Practical	2	11
Assign ment	Lecture + case study	Digital design software - Adobe Photoshop and After Effects	The student uses Adobe Photoshop in digital design The student uses Adobe After Effects in video production	3	12
		Practical	Practical	2	13
Class partici pation	Review + exercises	Art and digital design	The student explains the relationship of digital design to the information age	3	14
		Practical	Practical	2	15
			Second-month exam		16
Assign ment	Lecture + participati on	Static digital art Animated digital art	The student produces a sample of static and animated digital art	3	17
		Practical	Practical	2	18
Short quiz	Lecture + exercise	The concept of motion graphics and their types and techniques	The student defines the concept of motion graphics and the types and techniques of animation	3	19
		Practical	Practical	2	20
	Lecture + training	Two-dimensional and three- dimensional animation techniques	The student applies two-dimensional and three-dimensional animation techniques	3	21
		Practical	Practical	2	22
Assign ment	Lecture + discussion	Elements of motion graphics	The student identifies the elements of motion graphics	3	23
		Practical	Practical	2	24
			First-month exam	2	25
Report	Lecture + case study	Characteristics and features of animation	The student explains the characteristics and features of animation	3	26
		Practical	Practical	2	27
Short report	Review + exercises	Animation production	The student becomes familiar with the stages of animation production	3	28
		Practical	Practical	2	29
		The importance of animation in the educational process	The student shows the importance of animation in the educational process	3	30
		Practical	Practical	2	
			Second-month exam		

63. Course evaluation

Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc.

Preparation and class participation: 10 marks ف.

Monthly test: 30 marks ص.

Final exam: 60 marks ق.

Total = 100 marks ر.

64. Learning and teaching resources

A Study on Graphic Design by Prof. Dr. Ahmed Gamal Eid Mohsen Printing House Egypt, 2014 Deposit number 2014/26932 National Library and Archives (Dar al-Kutub wal-Watha'iq al-Qawmiyya) - Egypt	Required textbooks
A Study on Graphic Design by Prof. Dr. Ahmed Gamal Eid Mohsen Printing House Egypt 2014 Deposit Number 2014/26932 National Library and Archives - Egypt	Main references
Fundamentals of Graphic Design, Understanding Cinema	Recommended supporting books and references
Scientific journals and research on graphic design and motion graphics	Electronic references, internet websites