

**Specification of Competency Standards**  
**for the Information & Communications Technology Industry**  
**Unit of Competency**

Functional Area - Operations Management

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| Title       | Create motion graphics   |
| Code        | 107944L4   |
| Description | This unit of competency applies to all Digital Media Technology (DMT) practitioners in the animation production work. Motion graphics in general use video footage or animation to create the illusion of motion and tend to transform on their own. The practitioners' task is to use motion graphics software or tools that will be able to combine video, text, audio, data visualisation, special effects and even 3D to create animations.  |
| Level       | 4  |
| Credit      | 3  |
| Competency  | <p>Performance Requirements</p> <p>1. Knowledge for creating motion graphics</p> <ul style="list-style-type: none"> <li>• Possess good communication skills that can communicate effectively with various stakeholders</li> <li>• Possess good understanding of animation and design skills</li> <li>• Possess good knowledge on operating motion graphics software / tools</li> <li>• Process technical skills in motion graphics design, including behaviours, filters and generators; particles simulation; animating effects; creating text effects; templates and drop zones; layers, transitions and speed effect; colour correction and broadcast colour; alpha channels, mattes and keying; composite modes; titles and broadcast graphics; and adding audio</li> </ul> <p>2. Create motion graphics</p> <ul style="list-style-type: none"> <li>• Plan and organise the production work, including but not limited to the following: <ul style="list-style-type: none"> <li>○ Comprehend the scripts / synopsis / storyboards / creative direction / stylistic elements and other work requirements</li> <li>○ Research and identify the purpose and functionalities of the motion graphics</li> <li>○ Write a design brief supplemented with visual contents for the motion graphics based on idea generation / inspiration</li> <li>○ Design graphics and animation to satisfy functional, aesthetic and creative requirements of the design brief</li> <li>○ Schedule / monitor the motion graphics design pipelines</li> </ul> </li> <li>• Determine appropriate software / tools for the required motion graphic work. For examples: <ul style="list-style-type: none"> <li>○ Photoshop or Flash for cell animation</li> <li>○ After Effects, Illustrator or Flash for 2D, vector</li> <li>○ Cinema 4D, Studio Max or Maya for 3D</li> <li>○ Apple's Motion for 2D and 3D compositing for visual effects</li> <li>○ Dragon Frame for stop motion</li> </ul> </li> <li>• Import and interpret source material / footage using various assets (such as audio, video, still images, vector artwork, PDF files, and other formats)</li> <li>• Employ basic animation production techniques, including but not limited to the following: <ul style="list-style-type: none"> <li>○ Basic layer manipulation and animation through keying, motion tracking, and colour management</li> <li>○ Key frame navigation</li> <li>○ Animating scale / rotation</li> <li>○ Motion control moves</li> <li>○ Creating a flat vector look / fractured 3D type / movie trailer titles / retiming and tracking footage</li> </ul> </li> </ul> |

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|                     | <ul style="list-style-type: none"> <li>○ Dynamic camera movement</li> <li>○ Creating / incorporating flying logos or music elements</li> <li>● Perform motion graphics lighting with suitable technique. For examples: <ul style="list-style-type: none"> <li>○ Reflections, inherent colours and anisotropy</li> <li>○ Projection textures, and totally matte: stylising textures</li> <li>○ Compositing tags with reflection planes</li> </ul> </li> <li>● Undertake integration with other applications / diverse medium. For example: adding audio to motion graphics</li> <li>● Perform testing and identify any imperfection of the motion graphics</li> <li>● Converge files, and archive / export / render the output motion graphics work for use in the next stage of production work</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Apply the industry's best practices of using knowledge and techniques for creating motion graphics for the animation production work</li> <li>● Keep abreast of advancements in motion graphics and animation, contemporary trends in production design and popular music to deliver cutting edge work</li> </ul> |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>● Communicate with various stakeholders and fully grasp the motion graphics work requirements</li> <li>● Apply appropriate techniques to plan, produce and output motion graphics work that satisfy the work requirements and comply with industry standard for use in the next stage of production work</li> </ul>   |
| Remark              |   |