Communication Design

SD3252 Motion Graphics

Elective subject

Objectives

Nowadays, all digital media content requires a certain degree of post-production enhancement. Motion graphics and visual effects have been widely adopted in film, music videos, TV commercials, and even multimedia websites. The making of these great-looking sequences usually involve combinations of diverse production skills and innovative techniques. This subject covers the basic production practice in the industry, including editing principles, compositing techniques, audio-visual relationships, and visual effects. Students are encouraged to experiment the integration of multiple moving image elements like computer-generated images (CGI), hand-drawn graphics, stop-motion clips, live-action footage etc. to create their unique motion graphics sequence.

Intended learning outcomes

Upon completing the subject, students will be able to:

Professional skills

1. identify roles of motion graphics in digital media
2. apply motion graphics design principles to generate time-based solutions that communicates effectively and affectively
3. conduct experiments for creating motion graphics sequence
4. carry out appropriate production process

Transferable skills

5. communicate through verbal and written means

Subject synopsis

Students will be introduced to:

Concepts and Principles

- Visual kinetics
- Composition
- Montage
- Rhythm and pace
- Production technologies
- Production process

Techniques and Experiments

- Keyframing and animating
- Layering, transition and masking
- Parenting and grouping
- Motion tracking
- Compositing
# Teaching and learning methods

<table>
<thead>
<tr>
<th>Activity</th>
<th>Purpose</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>To introduce students to principles of motion graphics and knowledge of postproduction graphics and establish motion graphics fundamentals including visual rhythm, kinetic typography, staying on-brand, multilayer effects and other intermediate industry techniques. Design and completion of professional (broadcast) quality motion-based projects.</td>
</tr>
<tr>
<td>Site visit</td>
<td>Analyse case studies and problem solving for provide the student with a professional approach to the reality of the Motion Communication Design and Infographics.</td>
</tr>
<tr>
<td>Workshop</td>
<td>Creating Motion Graphics with After Effects: In practical exercises more experimental it encourages the student to use a motion graphical language, leading him to reflect on the different manifestations and peculiarities of communication design services.</td>
</tr>
<tr>
<td>Tutorial</td>
<td>To guide students on the development of projects. Propose a thorough study of Typography in motion in the audiovisual medium. Consolidation and practical application of previous knowledge to encourage a creative process.</td>
</tr>
<tr>
<td>Presentation and Critique</td>
<td>The subsequent presentation and defense, as well as the analysis of a project carried out by another group in the class, will contribute decisively to strengthening the capacity of analysis that is considered essential to achieving the goals of this course.</td>
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## Assessment methods

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Weighting</th>
<th>Learning outcomes to be assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Assignments</td>
<td>55%</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2 In-class exercises</td>
<td>10%</td>
<td>• • • •</td>
</tr>
<tr>
<td>3 Final Project</td>
<td>35%</td>
<td>• • • •</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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### Purposes

**Assignments and exercises**

The “type in motion”, emphasizes on the relationship between typography principles and animation fundamentals. The second phase is an advanced applied approach to the language and principles of motion, building upon existing knowledge in the first phase; synthesizing the language of motion simultaneously with an emphasis on narrative and narrative structure.

**Final Project**

To evaluate how the students demonstrate to understand motion graphic design principles in applied practice. Identify methods and processes for conceptualizing in time-based media (diagramming, storyboarding, keyframing, etc.)
## Student study effort expected

<table>
<thead>
<tr>
<th>Class contact (39 hours)</th>
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<tbody>
<tr>
<td>1. Lectures and site visits</td>
</tr>
<tr>
<td>2. Workshops</td>
</tr>
<tr>
<td>2. Tutorials: group and individual</td>
</tr>
<tr>
<td>3. Critiques</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Other student study effort (90 hours)</th>
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</thead>
<tbody>
<tr>
<td>1. Self-study</td>
</tr>
<tr>
<td>2. Project work</td>
</tr>
</tbody>
</table>

| Total student study effort | 129 |

## References

**Video/Motion Graphics/Animation**

- [http://www.promax.tv/awards.asp](http://www.promax.tv/awards.asp) (TV / Motion Graphics Awards)
- [http://www.designinmotion.com](http://www.designinmotion.com) (Motion Graphics)
- [http://www.rhythm.com](http://www.rhythm.com) (Animation)
- [http://datavisualization.ch/](http://datavisualization.ch/) (Infographics)

**Adobe After Effects Tutorials**

- [http://www.videocopilot.net/basic/tutorials](http://www.videocopilot.net/basic/tutorials)
- [http://movielibrary.lynda.com](http://movielibrary.lynda.com)

**Typography**

- *Designing with Type*, Craig
- *The Designer’s Guide to Text Type*, Jean Calliam King and Tony Esposito
- *Type Sign Symbol*, Adrian Frutiger
- *Moving Type: Designing for Time and Space*, Matt Woolman and Jeff Bellantoni