

COURSE CONTENT

Course Code	DV5001 (DV2009)
Course Title	Design in Motion
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

In this introductory course you will explore the moving visual medium of motion graphics. Using graphics, type, sound and video, you will apply motion graphics within a range of contexts including experimental, narrative and corporate visual communication. You will gain a working knowledge of current tools and techniques both conceptual and practical within this course. Applications range from moving information graphics, title sequences, brand identities, music videos or online graphics.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Describe the key principles of motion graphics with a visual communication context.
2. Demonstrate competent application of techniques and processes to effectively create quality motion graphics in relation to composition, form, imagery, colour and type in a creative manner.
3. Apply motion graphic processes in order to enable or enhance a visual message.
4. Present and reflect on your motion graphic solutions that respond to a communication aim.
5. Critique your own and your peers' work in a clear and constructive manner demonstrating a clear understanding of relevant motion design terms.

Course Content

What is motion graphics?

Overview of the history, evolution and contemporary practice of Motion Graphics.

Motion Design Principles

An investigation of a series of motion design principles that underpin how moving graphics is formed and made to cohesively communicate a message and idea through time.

Motion Sketch Lectures

An introduction to the principles of design to be applied creatively with the principles of motion to create meaning and to communicate an idea.

Software Tutorials

Through a series of tutorials, students will learn the tools, strategies and knowledge of software such as Adobe After Effects to create and design their projects in this class.

Class assignments

A. Two creative projects

1. Moving Infographics

Create a 45 second moving information graphics to convey a narrative and idea using purely vector graphics.

AND

2. Adapted Book to Movie Title Sequence

Create a 60 second adapted book to movie title sequence featuring key cast and production theme.

OR

3. Brand Ident

Create a 30 second brand ident for a selected brand to communicate its brand essence and message to a specific target audience.

B. Motion Sketches

Create 4 motion sketches of 5-10 seconds each to explore the various principles of design and principles of motion in Adobe After Effects.

C. One Shared Tutorial Online

Analyse, break down and share an online tutorial on motion graphics with the class.