

COURSE CONTENT

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| Course Code | 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.

Assessment (includes both continuous and summative assessment)

| Component | ILO Tested | Programme LO | Weighting | Team/ Individual |
|--|------------|--------------|-----------|---------------------|
| Motion Sketches | 1,2,3,4 | -- | 20 | Individual |
| Moving Infographics | 1,2,3,4 | -- | 25 | Individual |
| Adapted Book to Movie Title Sequence / Brand Ident | 1,2,3,4 | -- | 25 | Individual |
| Shared Online Tutorial | 1,4 | -- | 10 | Individual |
| Continuous Assessment: Participation | 5 | -- | 20 | Individual |
| Total | | | 100% | |

Reading and References

1. Shaw, Austin. *Design for Motion Fundamentals and Techniques of Motion Design*. New York, Focal Press, 2016.
2. Drate, Spencer, David Robbins, and Judith Salavetz. *Motion by design*. Laurence King Publishing, 2006.
3. Vlaanderen, Remco. *Forget the Film, Watch the Titles*. SubmarineChannel, 2010. DVD
4. Albinson, Ian, et al. *Graphic design: Now in production*. Walker Art Center, 2012.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

| Week | Topic | Course LO | Readings/ Activities |
|------|---|---------------|---|
| 1 | <ul style="list-style-type: none">• What is Motion Graphics Overview of the history, evolution and contemporary practice of Motion Graphics. | 3 | Introductory Lecture Overview of course and introduction to visual communication. In-class discussion and activity: Introduction to Adobe After Effects interface and basic keyframing. |
| 2-7 | <ul style="list-style-type: none">• Motion Design Principles Introduction to 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.• Adobe After Effects Tutorials An introduction to the basic fundamentals of After Effects via tutorials to enable students to learn the tools, strategies and knowledge of the software to effectively create and design their projects in this class. | 1, 2, 3, 4, 5 | Lectures on motion design principles and motion sketches. In-class discussion and activity: After effects tutorial 1-6 Motion sketch tutorials Assigned Projects: Moving Infographics Continuous review: Continuous assessment and feedback throughout production. Student Presentations: Week 7: Moving Infographics presentation. |

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| 8-13 | <ul style="list-style-type: none">• Adobe After Effects Tutorials Through analysis of a variety of examples from design outcomes, students will learn techniques of composition and layout to present visual and textual elements in an effective manner on a single page. Basic introduction of page anatomy, visual dynamics, visual composition and visual hierarchy will be established between image and text. | 1, 2, 3, 4, 5 | In-class discussion and activity: After effects tutorial 7-12 Assigned Projects: Adapted Book to Movie Title Sequence / Brand Ident Continuous review: Continuous assessment and feedback throughout production. Student Presentations: Week 13: Adapted Book to Movie Title Sequence / Brand Ident presentation. |
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