MOTION GRAPHICS AND VISUAL COMMUNICATION

Credits: 6 ECTS
Language: English
Contact Hours: 45 Hours

COURSE DESCRIPTION

In the last years moving images have become the new graphics in the digital world. The net is full of Graphics animating fonts, illustrations and pictures that move creating the sensation of dynamism. The main goal of this subject is to introduce students to he motion graphics field and also learn visual communication as the tool to facilitate the communication of the ideas.

The content will focus on Storytelling, Digital Illustration, Digital filmmaking and the Digital tools that help to build it all.

MODULES

– Storytelling
– Digital Illustration
– Digital filmmaking
– Digital tolos

LEARNING OBJECTIVES/OUTCOMES

At the end of the class, students will be able to:
– Understand the process of illustration in motion design and animation.
– Find suitable styles regarding the story to tell.
– Use basic Technical motion design and animation tools.
– Create and visualize narratives.

REQUIREMENTS

Students will develop the following projects:
– Narrative for a story
– Art direction: the style for a script
– Stop Motion/Rotosoopy
– Drawing with model and sketching
– Filming and mounting

TEACHING METHOD

This course will combine classroom lectures, discussions and interactive hands-on learning.

GRADING

20% commitment and participation in class discussion
30% design process
50% design outcomes

Students will have to complete all the parts included in the grade weights and earn at least a 5/10 in each part.

BIBLIOGRAPHY

Motion Design-software
– BLAZER, Liz: Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics: Peachpit Press, 2015.
– SHAW, Austin: Design for motion: 2014.

Video Animation Bible
– WILLIAMS, Richard: The Animator's Survival Kit: Faber and Faber, 2009.

Motion and Video – Theory
– BRARDA, María Cecilia: Motion Graphics Design: Gustavo Gili, 2016.
– LUPTON, Ellen: El diseño como storytelling, Gustavo Gili, 2019.

Illustration References
→ https://agentpekka.com/
→ https://folioart.co.uk/
→ https://centralillustration.com

Motion and Video Agencies References
→ https://www.cumulus-production.com/
→ https://www.epic.net/en/
→ https://www.morphika.tv/
→ http://offbeatestudio.com/
→ https://modik.es/

Experimental type
→ http://www.themovingposter.com/
→ http://www.holke79.com/