



Eina Centre Universitari  
Fundació Eina  
Disseny Art Barcelona

Passeig Santa Eulàlia 25  
08017 Barcelona T+34 932 030 923  
info@eina.cat www.eina.cat

## MOTION GRAPHICS - MENCIO DISSENY GRAFIC

Diego Fernandez Puig

Group: 1

Code: 105724

Credits: 6 ECTS

Course:

Semester: 1

Typology: Optative

Subject: Design Processes



Eina Centre Universitari  
Fundació Eina  
Disseny Art Barcelona

Passeig Santa Eulàlia 25  
08017 Barcelona T+34 932 030 923  
info@eina.cat www.eina.cat

## Teaching Guide Index

Subject Presentation

Recommendations

Contents

Methodology

Evaluation

Bibliography and Resources

Competencies and Learning Outcomes

## Subject Presentation

### **Brief Description:**

Motion Graphics is an interdisciplinary design field that conceives, plans and creates visual communication messages in a specific time space, equipped with a narrative structure, necessary to resolve and enrich human communication.

These messages are formed from visual, temporal and sound elements that are articulated through cinematographic language and are applied in multiple fields of human communication: artistic, cinema, TV, XXSS, corporate, educational, interactive, etc.

The subject guides the student through the most important aspects of Motion Graphics (nature, language, methodology, tools, techniques, production and application) through the development of a project from scratch.

### **Training Objectives:**

1. Acquire fundamental knowledge about Motion Graphics.
2. Apply necessary strategies and methodologies in the development of Motion Graphics projects.
3. Know the fundamental techniques in Motion Graphics design.
4. Plan a project from scratch, taking into account all the factors necessary to create and produce a coherent piece with solvency, applying all the necessary creative, technical and methodological resources.
5. Gain a fundamental knowledge of Adobe After Effects



Eina Centre Universitari  
Fundació Eina  
Disseny Art Barcelona

Passeig Santa Eulàlia 25  
08017 Barcelona T+34 932 030 923  
info@eina.cat www.eina.cat

## Recommendations

It is recommended to have basic skills in graphic design: layout, composition, color, typography, design history... etc.

Although recommended, no prior knowledge of After Effects is necessary.

Basic knowledge of Adobe Illustrator and Adobe Photoshop.

## Contents and Methodology

### **Brief Description:**

The subject is based on classes that combine explanations of theoretical content, practical development of the project and monitoring of the student's work.

### **Teaching methodology:**

Theoretical content

Explanations on fundamental aspects of Motion Graphics:

- Fundamentals and language
- Project phases: objectives, target, definition, storyboarding, media, editing, production and post-production
- Methodologies and strategies
- Resources

Practical development

Visualization and critique of real projects

Project development (partial deliveries + final delivery)

After Effects

Personalized student monitoring

Resolution of doubts and correction of the student's work by the teacher.

### **Training activities:**

Class attendance and punctuality: 10%

Student intervention (depending on the degree of student interaction in class, comments and criticism): 10%

Partial deliveries (mandatory): 30%

Final project (mandatory): 50%.

## Evaluation

### **General evaluation regulations**

A student will be considered "Not Assessable" (NA) if they have not submitted all the learning evidences or have not attended 80% of the classes without justifying their absences. In case of a justified absence, the student must contact the teacher at the time of rejoining to determine the recovery of the activities they missed.

If the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, that evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same subject, the final grade for that subject will be 0.

### **Continuous evaluation system**

The evaluation system of EINA and UAB is a continuous assessment system, the objective of which is for the student to know their academic progress throughout their educational process to allow them to improve it.

The continuous assessment process must include a minimum of three evaluative activities, of two different types, distributed throughout the course, none of which can represent more than 50% of the final grade.

Student evaluation is carried out continuously through:

- Assistance
- Participation
- Partial deliveries
- Delivery of the final project

To pass the subject, the student must:

- Attend at least 80% of classes if absences are unjustified. In the case of justified absences, the student must inform the teacher of the reason and duration so that the rhythm of assignments and assessments can be adapted.
- Make all partial deliveries
- Have approval for each partial delivery, so that you can move on to the next one.
- Delivery of the final project.

- Any irregularity such as plagiarism, copying of existing content or use of commercial After Effects templates will result in the final grade for the subject being 0.

### **Review process**

The student can request the review of partial submissions at any time. The review of the final submission is carried out in the reassessment process.

It is necessary that the student has been evaluated by fulfilling all the attendance, participation and submission requirements. After the evaluation, the process and re-evaluation dates will be communicated to the classroom.

## Competencies and Learning Outcomes

- CE9 Demonstrate that you know the use of the audiovisual medium, the digital environment and the tools for their creation and production.
- CE10 Structure and graphically prioritize verbal information.
- CE17 Present and reason, orally and in writing, the results and work processes of one's own design objects.
- CT6 Ability to work as a team and skills for dialogue with the different agents and disciplines that may intervene in the development of a design project.
- CT7 Ability to coordinate, direct and lead work groups around a design project, or where the design occupies a relevant place
- CT9 Resolution and decision-making capacity.
- CT10 Motivation for quality, both in the conceptual and argumentative approaches, as well as in the formal resolution and in the details of the final finish of a design project.
- CT12 Ability to integrate and synthesize knowledge acquired in different contexts and situations, with flexibility and creativity



## Bibliography and Resources

Bellantoni, J., & Woolman, M. (1999). Type in motion. Innovations in digital graphics. Thames & Hudson.

Betancourt, M. (2013). The History of Motion Graphics. From Avant-Garde to Industry in the United States. Wildside Press.

Brarda, ME (2016). Motion Graphics Design. The creative direction in branding TV. Gustavo Gili Publishing.

Brian Stone, R., & Wahlin, L. (2018). The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice (R. Brian Stone & L. Wahlin, Eds.). Routledge.

Drate, S., Robbins, D., & Salavetz, J. (2006). Motion by design. Laurence King Publishing.

Krasner, JS (2004). Motion graphic design and fine art animation: principles and practice (Focal Press, Ed.; 1st ed.).

Schlittler, JP (2015). Motion Graphics and Animation. Animation Studies Online Journal ISSN 1930-1928, 10.

Shauqiang, W. (2019). Typography for Screen. Type in motion (Sandu Publishing). Hoaki Books.

Woolman, M., & Bellantoni, J. (2000). Types in Movement. Designing in time and space (RotoVision). Index Books.