MOTION GRAPHICS

Diego Fernandez Puig

Supervising Teacher: Diego Fernandez Puig

Group: 1

Code: 105724

Credits: 6 ECTS

Course:

Semester: 1

Typology: Optative

Subject: Design Processes

Schedules:

| Group | Schedules | Teacher |
|---|---|---|
| 1 | Dimarts 08:30 - 11:30 | Diego Fernandez Puig |

EINA

Teaching Guide Index

## 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

## 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%.

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## 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.

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## Learning outcomes of the degree program

### Skills

Propose design solutions (or solutions in related areas) clearly and precisely, using appropriate vocabulary and techniques of expression and representation.

Use digital tools and technologies according to creative and production processes in the field of design

### Competencies

Manage the development of design projects—individually or in teams—with adaptability, within the organisational context of companies and institutions.

Manage design-related tasks autonomously, planning and organising time and processes in professional and/or academic settings.

Apply acquired knowledge to the execution of design and art projects with professional standards, considering user and audience diversity.

## Learning outcomes of the subject

### Skills

Apply graphic and typographic criteria and resources specific to audiovisual and digital media in the development of design projects intended for on-screen delivery. (ST06)

Apply typographic and layout resources adapted to the reading, communicative, and expressive functions of a design project in different contexts. (ST07)

### Knowledge

Identify the similarities and differences between a design project and other comparable projects within the current market context. (KT01)

## 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.