

MOTION
GRAPHICS
(DESIGN)

WHAT IS MOTION GRAPHICS?

DEVIL
FIGHT



https://www.youtube.com/watch?time_continue=28&v=Tek8QmKRODw

ANIMATION
VERSUS
MOTION
GRAPHICS...

MOTION GRAPHICS EXAMPLES

TELEVISION TITLE SEQUENCE



<https://vimeo.com/84017154>

MAD MEN



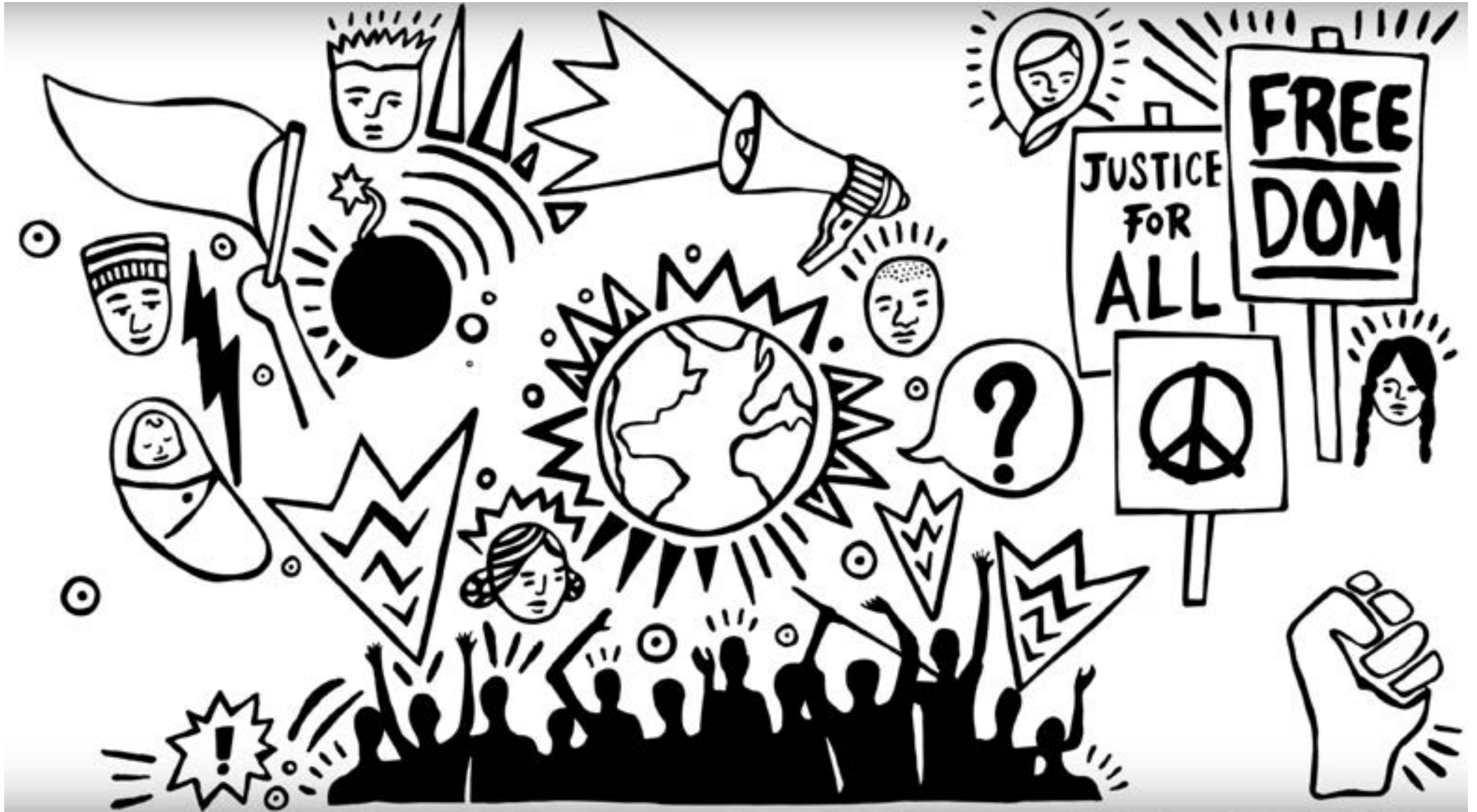
GUEST STARRING
ALISON BRIE
MARK MOSES

https://www.youtube.com/watch?v=znq_flzEzbw

TELLING A STORY



CREATING AWARENESS



https://www.youtube.com/watch?time_continue=55&v=wPkHFQWVw4o

Benjamin Noisette

2017



<https://www.youtube.com/watch?v=VoXtBY00GIs>

COURSEWORK

CW1 - 20%

- Portfolio of Techniques
(Show Reel) *January submission*

CW2-80%

- Pitch (10%) **1st Submission – Week 5*
- Final Sequence (40%) *January submission*
- Written Report (30%) *January submission*

CW1

PORTFOLIO OF TECHNIQUES (SHOW REEL)

- Show a range of techniques learnt through tutorials etc.
- If following a tutorial, always apply the technique to work of your own.
- DON'T use clips from your Final Sequence!
- These techniques DON'T have to be applied in your Final Sequence.
- Show Reel's purpose is to demonstrate the variety of techniques you have learned in After Effects.

CW2

PITCH

FINAL SEQUENCE
WRITTEN REPORT

- What's your idea?
- Elevator Pitch (1 minute)
- 6 slides ONLY
- Screen 1 – Brief/Synopsis
- Screens 2 to 6 – Examples of Visual Style

CW2

PITCH

FINAL SEQUENCE

WRITTEN REPORT

- Plan, design & create 1 short sequence (1 minute)
- Choose a topic (see detailed brief)
- Total creative freedom with style
- Make sure chosen topic is appropriate for the medium of motion (justify)
- Create something you are passionate about (topic/style etc.)

CW2

PITCH FINAL SEQUENCE WRITTEN REPORT

- Report to support Final Sequence (approx. 1200 words)
- Must include supporting visuals
- Evidence research and design process
- Critically Evaluate own work