Motion Graphic Design
Week 5
<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
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</thead>
<tbody>
<tr>
<td>Intro to Flash; tweening</td>
<td>HW - black square 10 sec. animation is due. Lesson: Flash tips; Motion guides. Adding sound the easy way</td>
<td>Lesson: Flash tips</td>
<td>Lesson: Flash tips</td>
<td>HW – Type in Motion is due. Lesson: Flash tips.</td>
<td>Lesson: Flash tips</td>
<td>HW – midterm 1st draft is due. Lesson: Flash tips.</td>
<td>HW – midterm 2nd Draft is due. Lesson: Flash tips.</td>
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<tr>
<td>INTRO DAY</td>
<td>CRITIQUE</td>
<td>WORK DAY</td>
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<td>CRITIQUE</td>
<td>WORK DAY</td>
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<tr>
<th>Week 9</th>
<th>Week 10</th>
<th>Week 11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
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<td>10.21</td>
<td>10.28</td>
<td>11.4</td>
<td>11.11</td>
<td>11.18</td>
<td>11.25</td>
<td>12.2</td>
<td>12.9</td>
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<td>CRITIQUE</td>
<td>WORK DAY</td>
<td>ONLINE CRITIQUE</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
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AGENDA

• Informal Critique of the kinetic typography assignment
• Intro to the mid-term assignment
• Lesson:
  • Storyboarding techniques
  • Grey-tone markers
EXAMPLES

• Imaginary Forces
  • http://imaginaryforces.com
EXAMPLES

• Title Sequences:
  • Saul Bass & Kyle Cooper
  • Youtube top 25 parts 1 & 2

• Commercial/Logo Animation examples:
  • EA Sports – You
  • Totoya – Bookstore
  • Toyota Prius - Power To Move Forward
  • Homechoice – Dolphin

• Experimental Animation:
  • Norman McLaren
MID-TERM ASSIGNMENT

• Motion Design Project
  • Assignment: Create a motion graphic design animation of your own. The minimum length is 10 seconds. Sound is mandatory. Here are a few ideas:
    • Logo Animation – choose or design a logo, then animate it. Note: if you choose this option, you will be required to produce more than one version if the length your animations are under 10 seconds. Yes, you can animate the logo for your Art 249 or Art 258 final project web site.
    • Flash Intro to a Web Site – choose a web site and create a flash intro to that web site. Yes, you can animate the flash intro for your Art 249 or Art 258 final project web site.
    • Title Sequence to a Film – choose a film and use flash to redesign the title sequence.
    • Short Film – write and animate a very short animated film.
    • Music Video – choose a song and animate.
    • Experimental Animation – the choice is up to you to experiment with any particular visual style of animation.

Due: Week 9
MID-TERM ASSIGNMENT

• Motion Design Project
  • Objectives:
    • Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product.
    • Experiment by taking risks through the process of exploration during the creative problem solving process.
    • Demonstrate relevant contemporary responses to motion graphic design.
    • Analyze and apply the visual elements of line, shape, value, color, texture, time, motion and the design principles of balance, rhythm, repetition, emphasis, contrast, variation, and unity to interface design assignments.
    • Incorporate typography, shape and images in time-based projects.
    • Incorporate sequential graphics and interactivity in motion graphic design.
    • Review and analyze the way motion is used to convey sequential organization of information in time.
    • Demonstrate skill with media and application as a result of experiencing various techniques.
    • Demonstrate strong group communication skills and the ability to speak clearly during critiques.

Due: Week 9
MID-TERM ASSIGNMENT

- Motion Design Project
  - Format:
    - 640x480, 30 frames per second,
      - All projects must be done in Flash.
      - All projects must use sound
      - All animations must be at least 10 seconds long.
    - The final version will be exported in the following formats and sizes:
      - 640 x 480 :: swf (displayed inside of an HTML page)