THE DESIGN PROCESS

MOTION GRAPHIC DESIGN

Pre-Production
Research, Writing, & Pre-visualization

Production
Design, Graphics Creation, & Animation

Post-Production
Editing, Rendering, & Sound Design

MULTIMEDIA = Image + Text + Sound + Time
THE DESIGN PROCESS
MOTION GRAPHIC DESIGN

» Pre-production
  » Research
  » Writing
  » Pre-Visualization
    » Storyboarding
    » Story Reels/Animatics

» Production:
  » Test Animations
  » Sketching, Illustrating
  » Animating

» Post-production
  » Editing, Rendering, and Sound Design
Pre-production

» Research, research, research
  » Who is the client? What are the primary objectives? Who is the audience?

» Writing
  » Write the story/concept first (logline, synopsis, brief summary script).
  » Treatment (incorporate sketches into your writing)
  » Shot List
    » Scene 1, Scene 2, Scene 3, etc…

» Pre-visualization
  » Sketching
  » Storyboarding
  » Story Reels/Animatics
LESSON
TIPS, TRICKS, & TECHNIQUES

ANIMATION BASICS
» Translation, Rotation, and Scale

ANIMATION PRINCIPLES
» Squash and Stretch, Timing, Slow in and Out (Easing), etc.

USING FLASH
» Working with the timeline
» Flash drawing tools
» Shapes and Symbols

FLASH ANIMATION BASICS
» Shape tweening
» Motion tweening