

project2.principles of design in motion

objectives

- Establish an understanding of the principles of motion graphics and how movement can enhance the meaning of a communicated message
- Explore how two or more animated elements can be choreographed to convey meaning
- Consider how supporting and contradictory motions influence your overall perception of the motion
- Give attention to the birth (arrive), life (live), and death (exit) of each principle
- Look to sound as inspiration for visual expression and develop explicit relationships between sound and movement
- Continue to develop practical skills using After Effects
- Be imaginative and expressive in developing a thematic and novel approach to motion design

description

Design and produce a motion graphic which exemplifies 8/10 of the following design principles:

Alignment	Direction	Figure/Ground	Similarity	Repetition
Balance	Proportion	Position (or Proximity)	Contrast	Discord

requirements

- Composition preset: HDTV 1080 29.97
- Render: H.264 compression / Vimeo 1080p
- Frame Rate: 29.97
- Duration: 30s–60s

assistant professor

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office hours

DH 213

M 10:30–12:00

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course location

DH 118