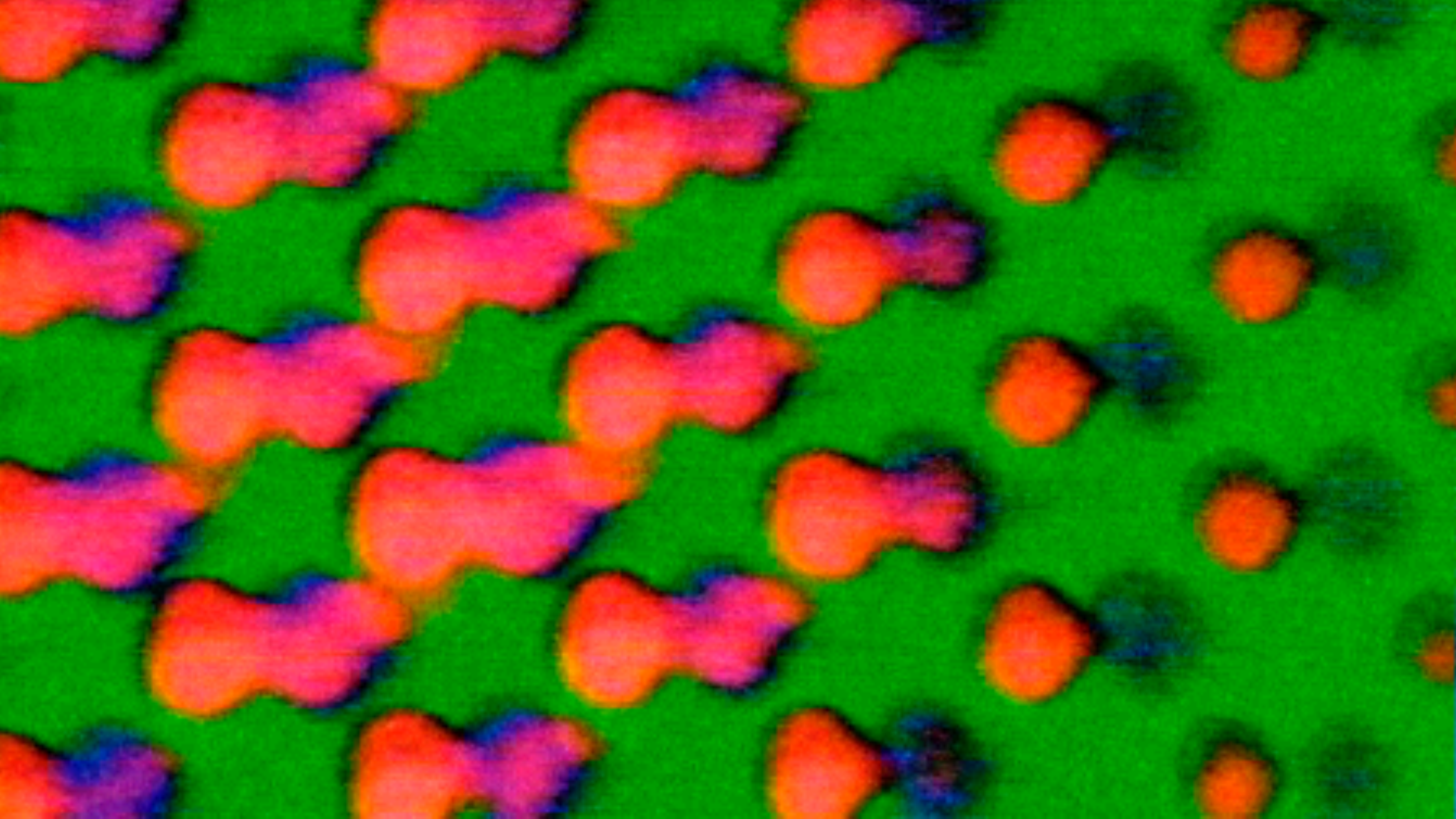


Motion.Design

ART430

All of a sudden it hit me—if there was such a thing as composing music, there could be such a thing as composing motion. After all, if there are melodic figures, why can't there be figures of motion?

—Len Lye

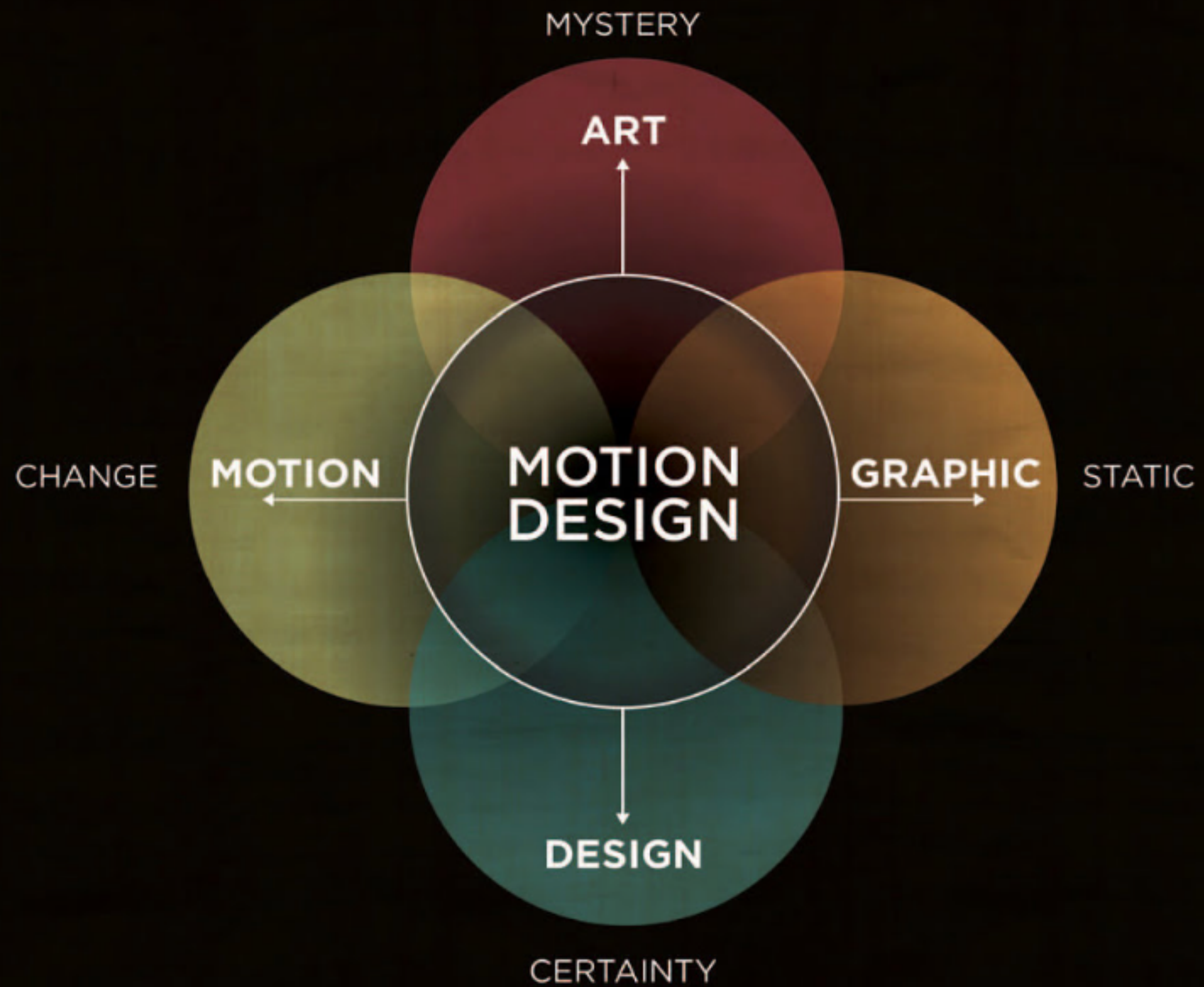


motion graphics

movement, rotation, or scaling of images, video, and text **over time** on screen

choreography of graphical elements to convey information

usually accompanied by a soundtrack (e.g., voice-over, music)



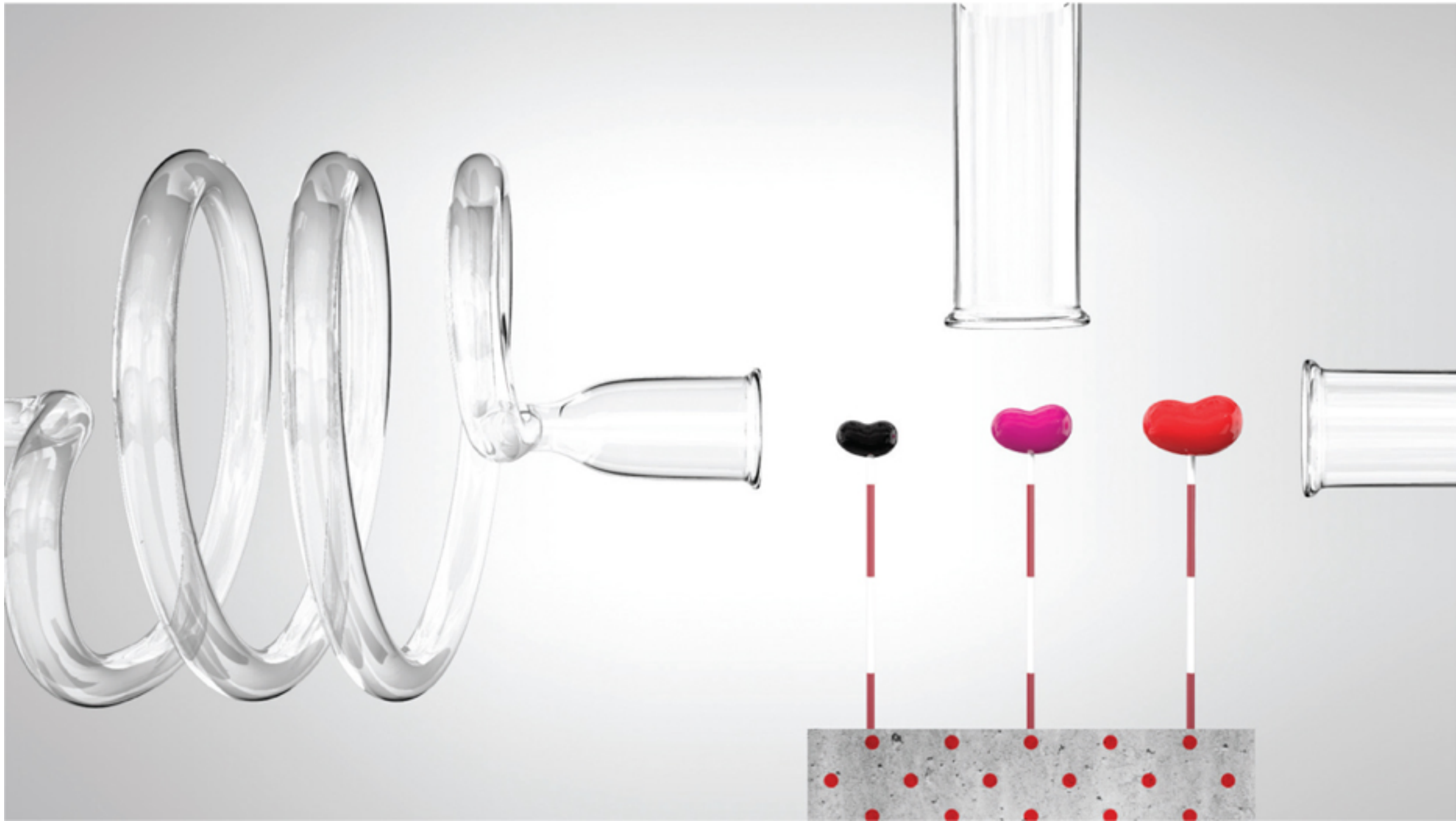
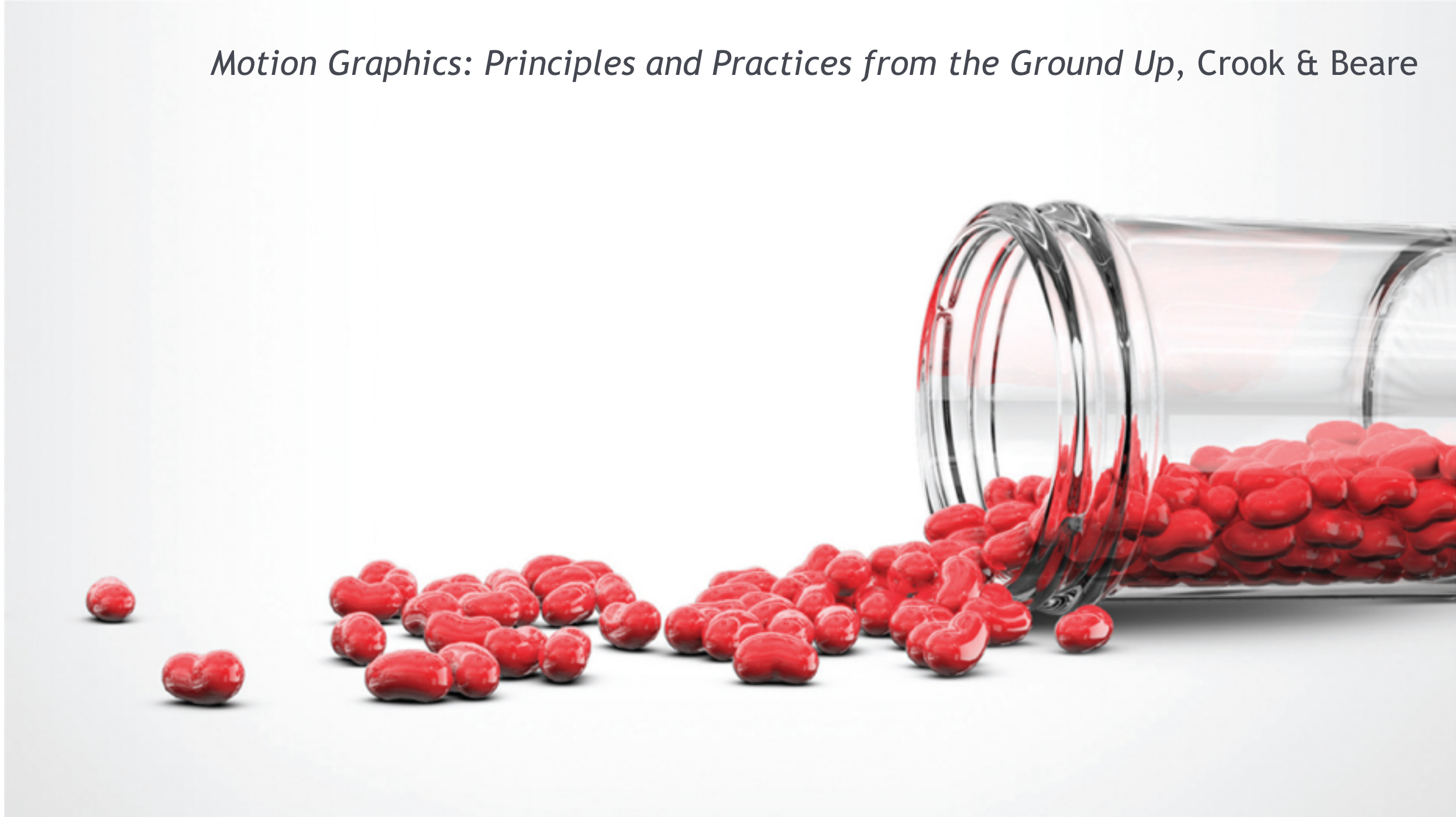
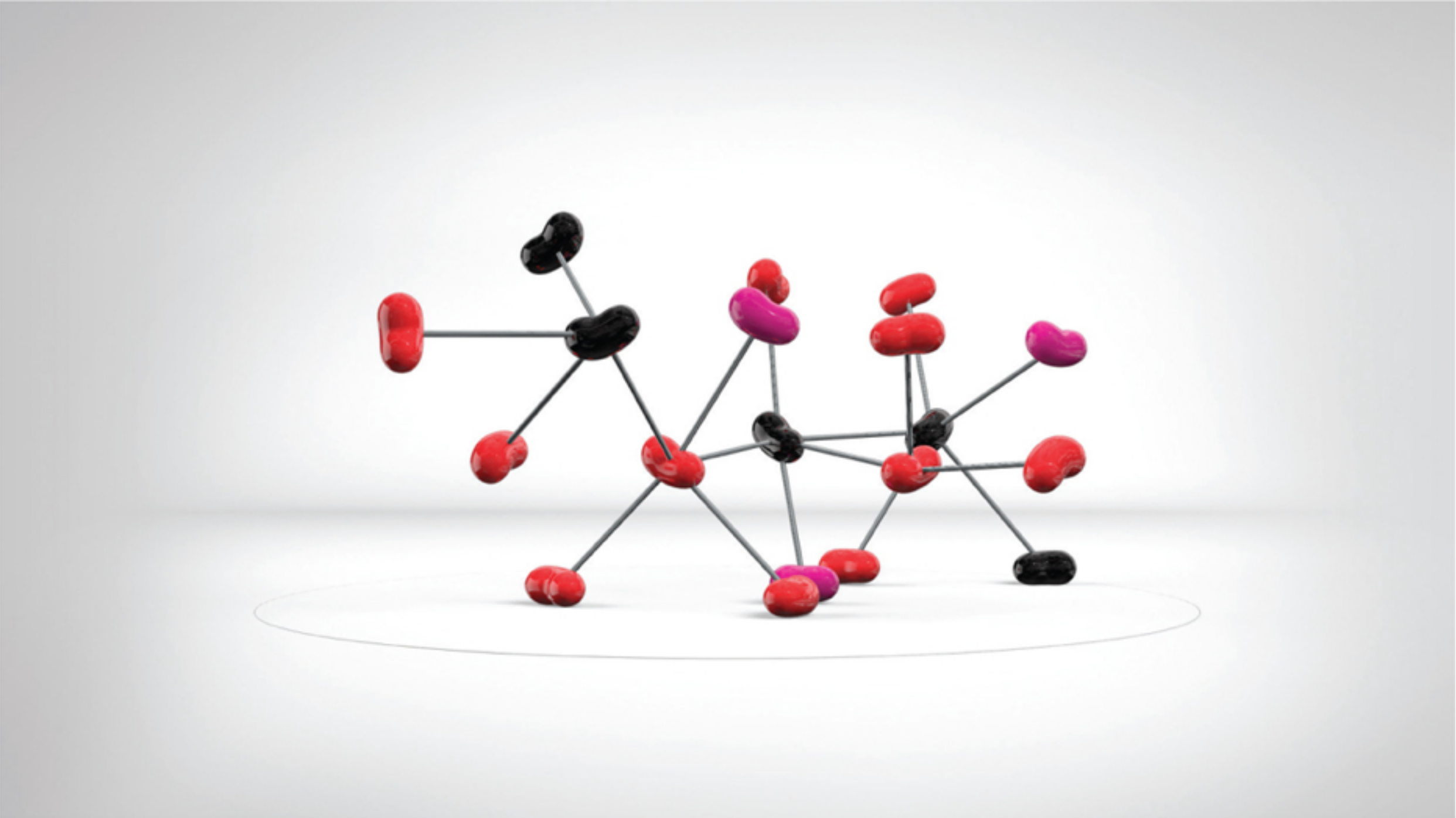
animation vs. motion graphics

An object that appears and disappears in the same position on a screen may not be described as moving; however, it IS animated.

animated film -> engage & entertain

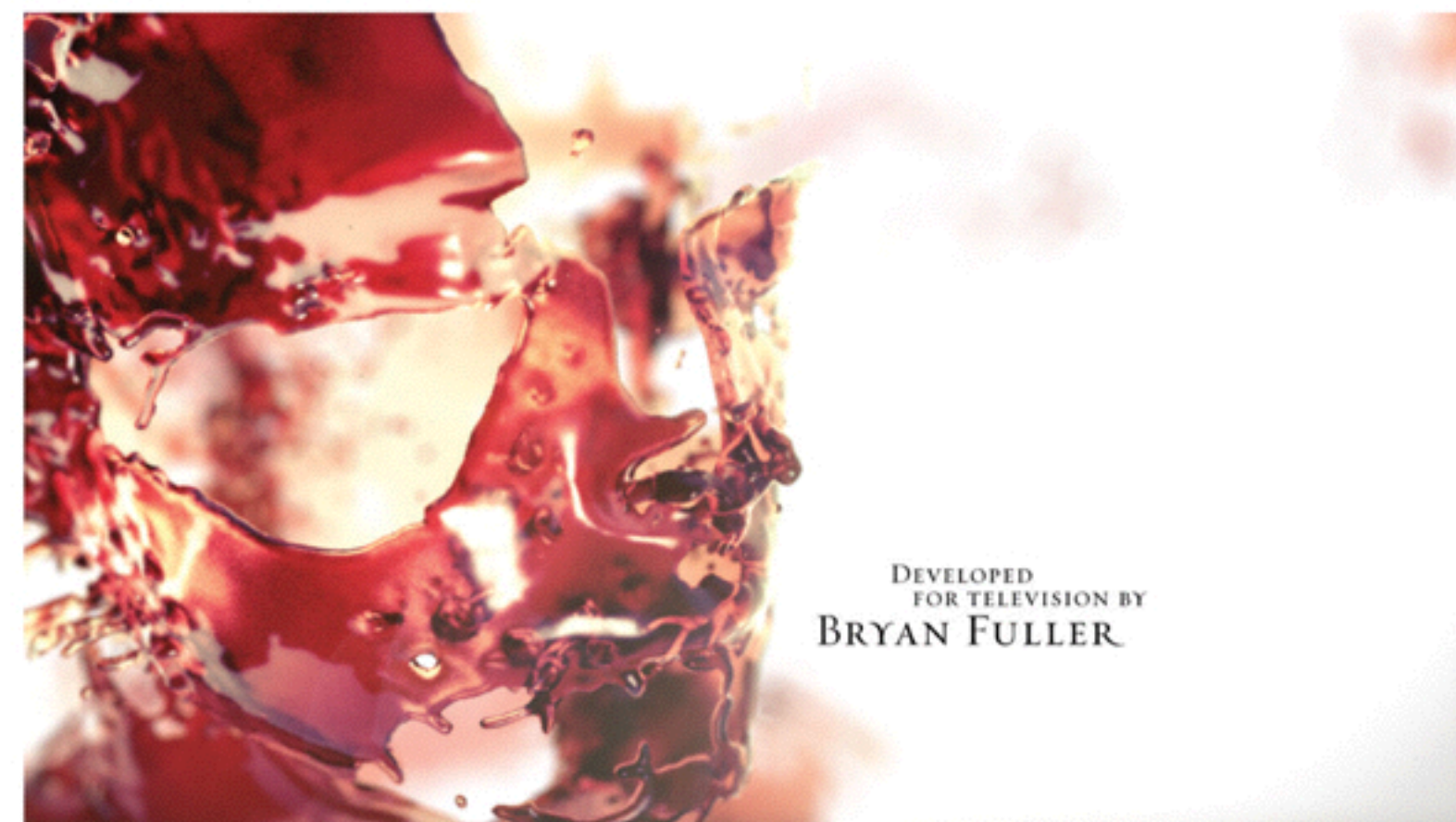
motion graphics -> informative / add meaning





What are some
places & situations
motion graphics
are typically seen?

- film and TV title sequences
- TV advertising
- news and station identifications
- infographics
- music videos
- business presentations
- educational presentations
- websites
- DVD and Blu-ray menus
- art galleries
- clubs and events



*Motion Graphics:
Principles and Practices
from the Ground Up,
Crook & Beare*

communicating with motion

what

typographic

pictorial

abstract

audio

how

space

time

amplitude

velocity

LOOK



motion design components

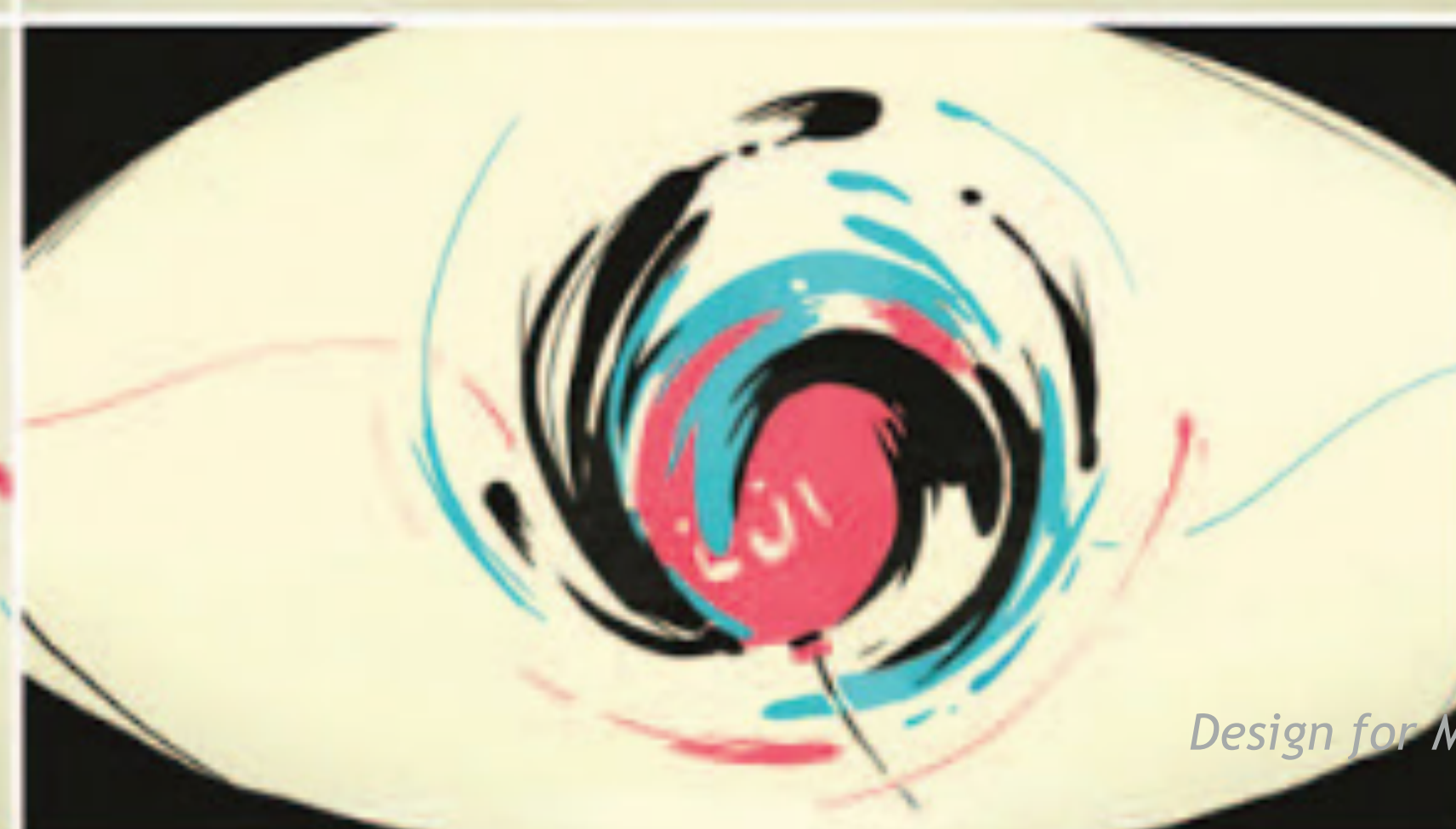
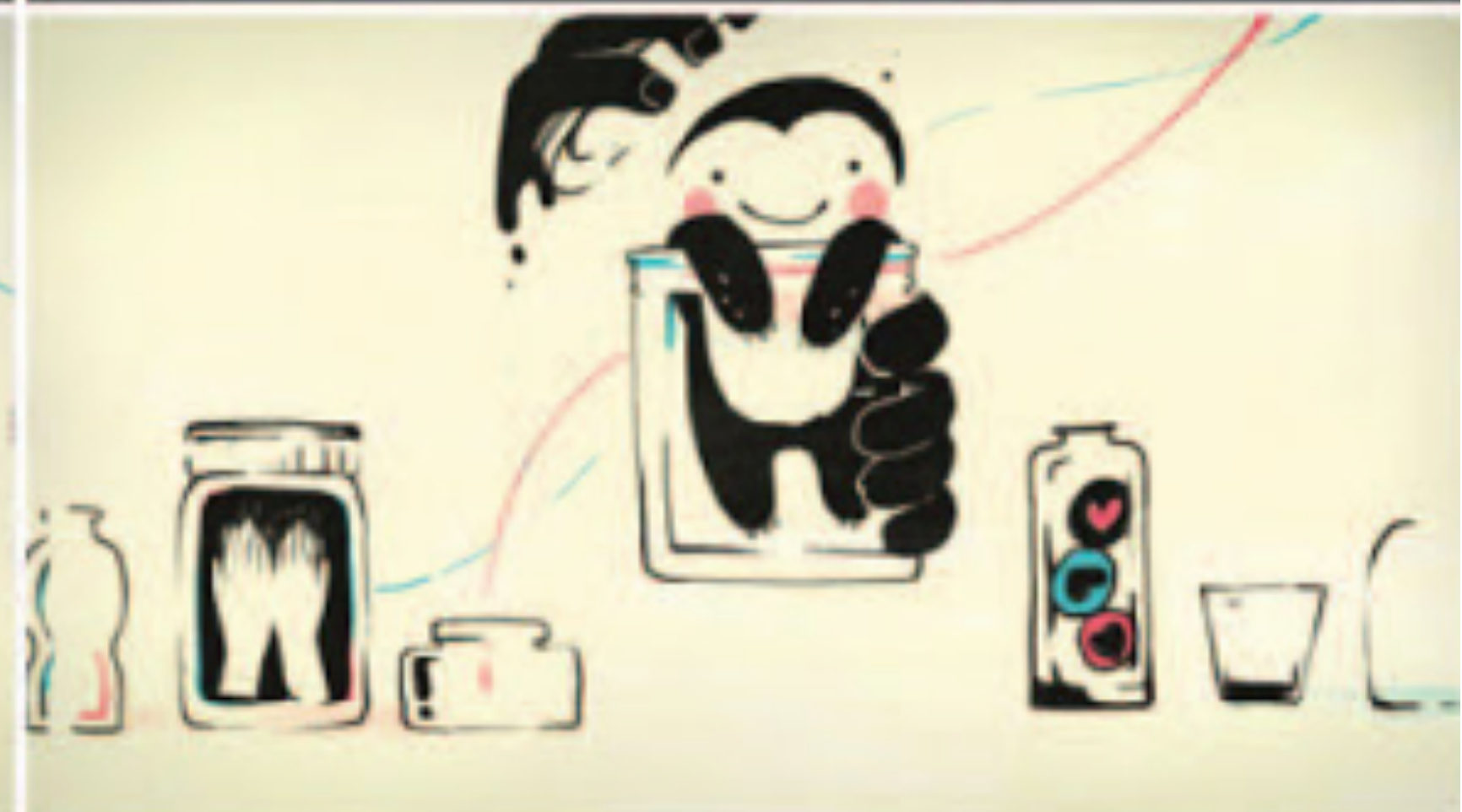
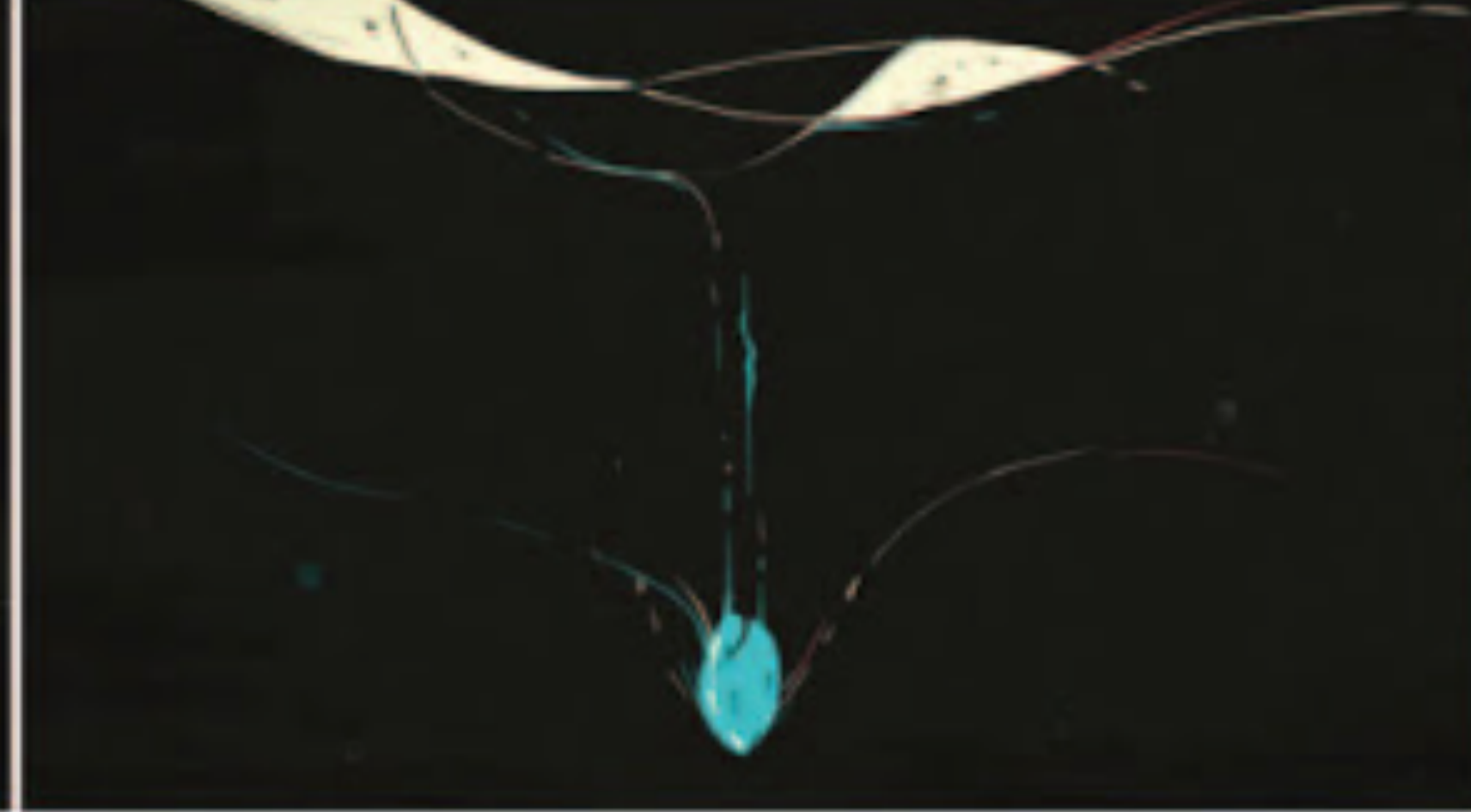
a concept

a visual style

a story or narrative

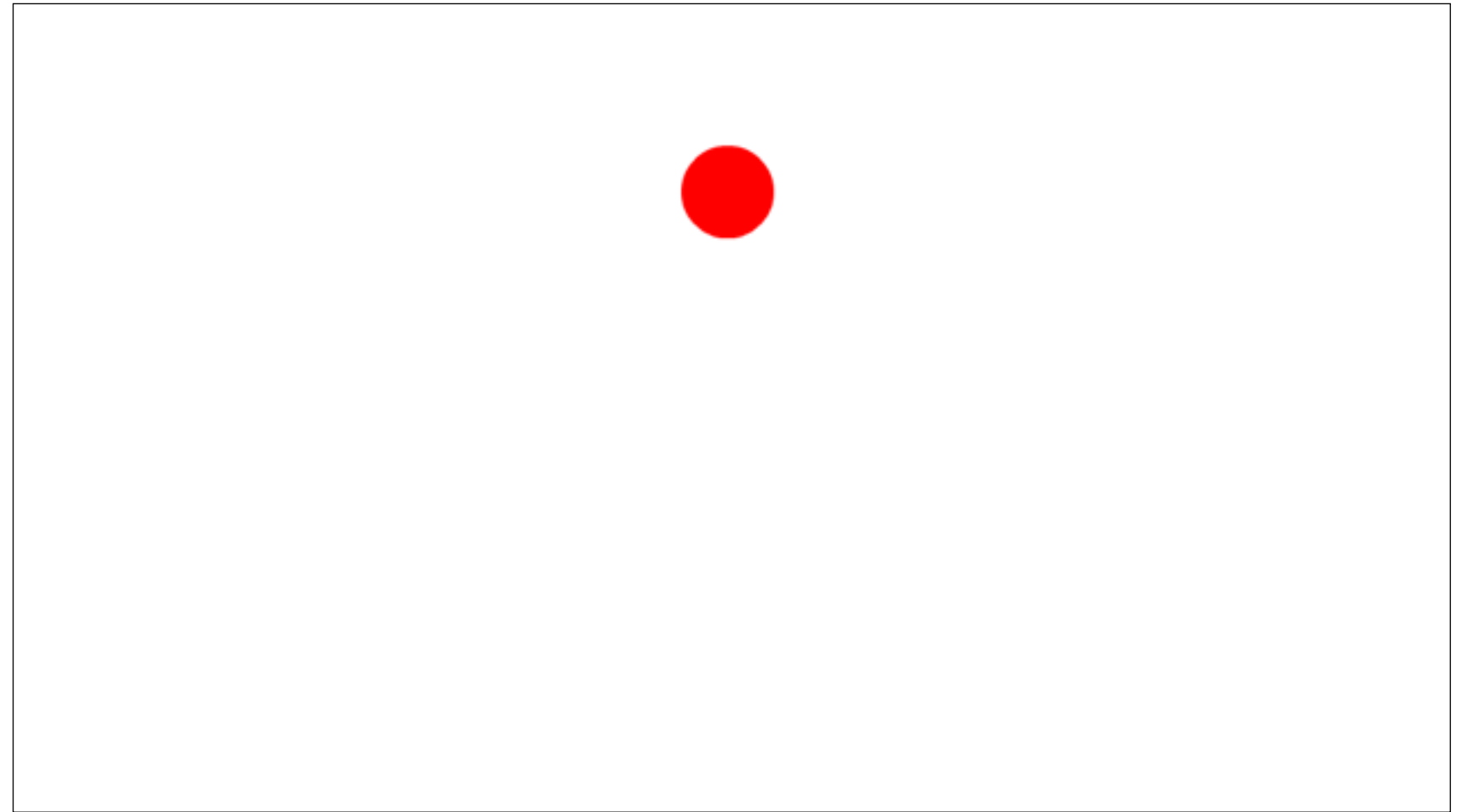
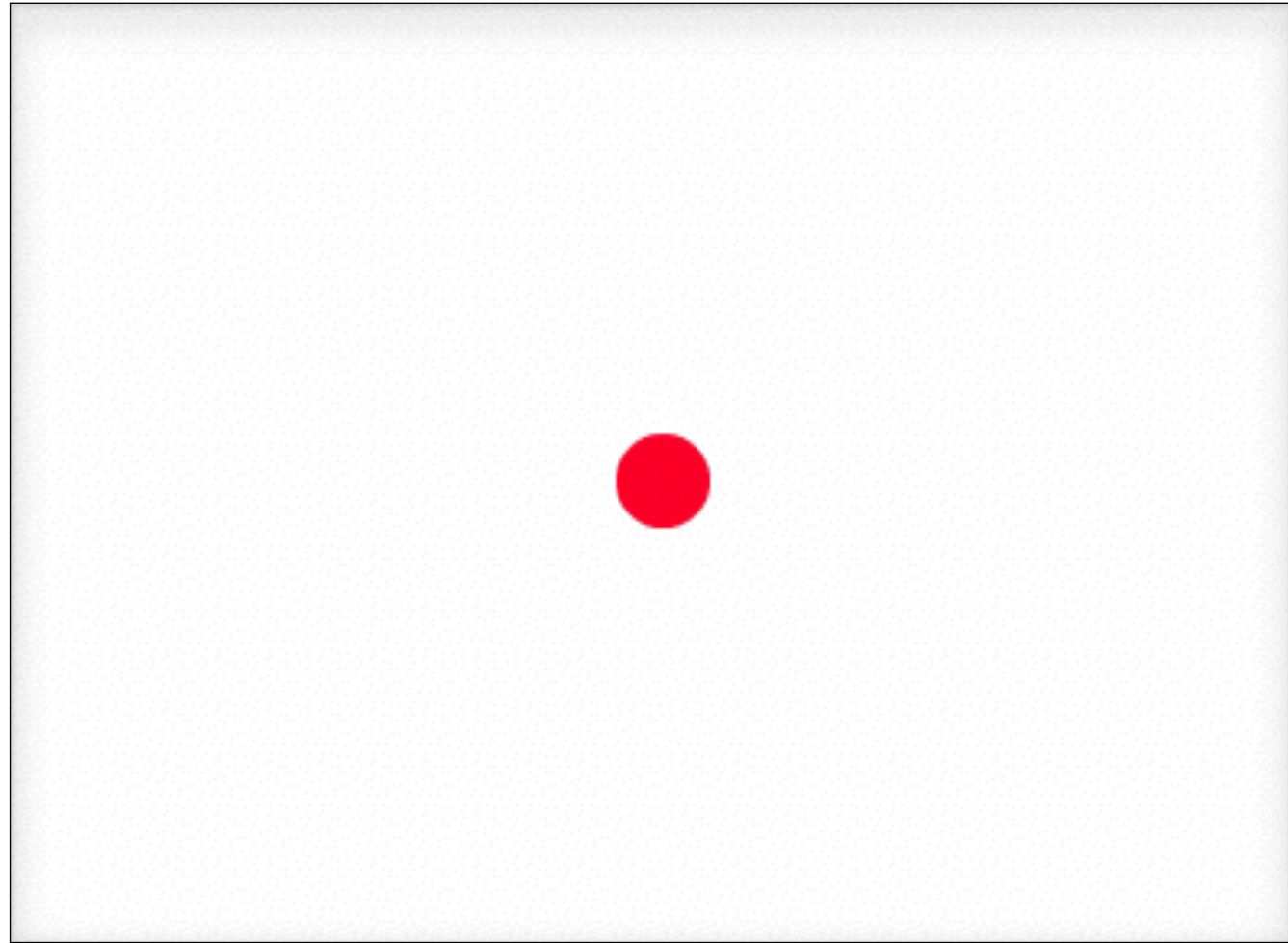
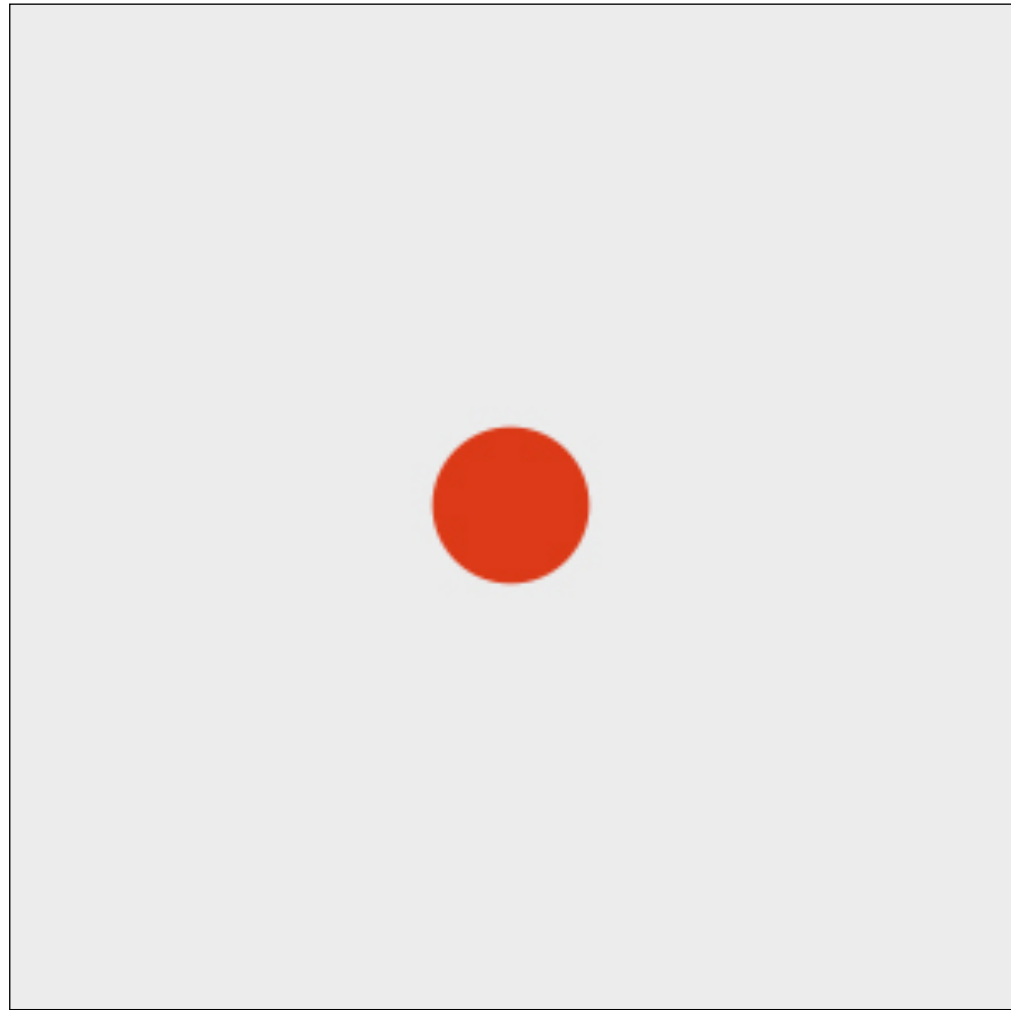
a sequence

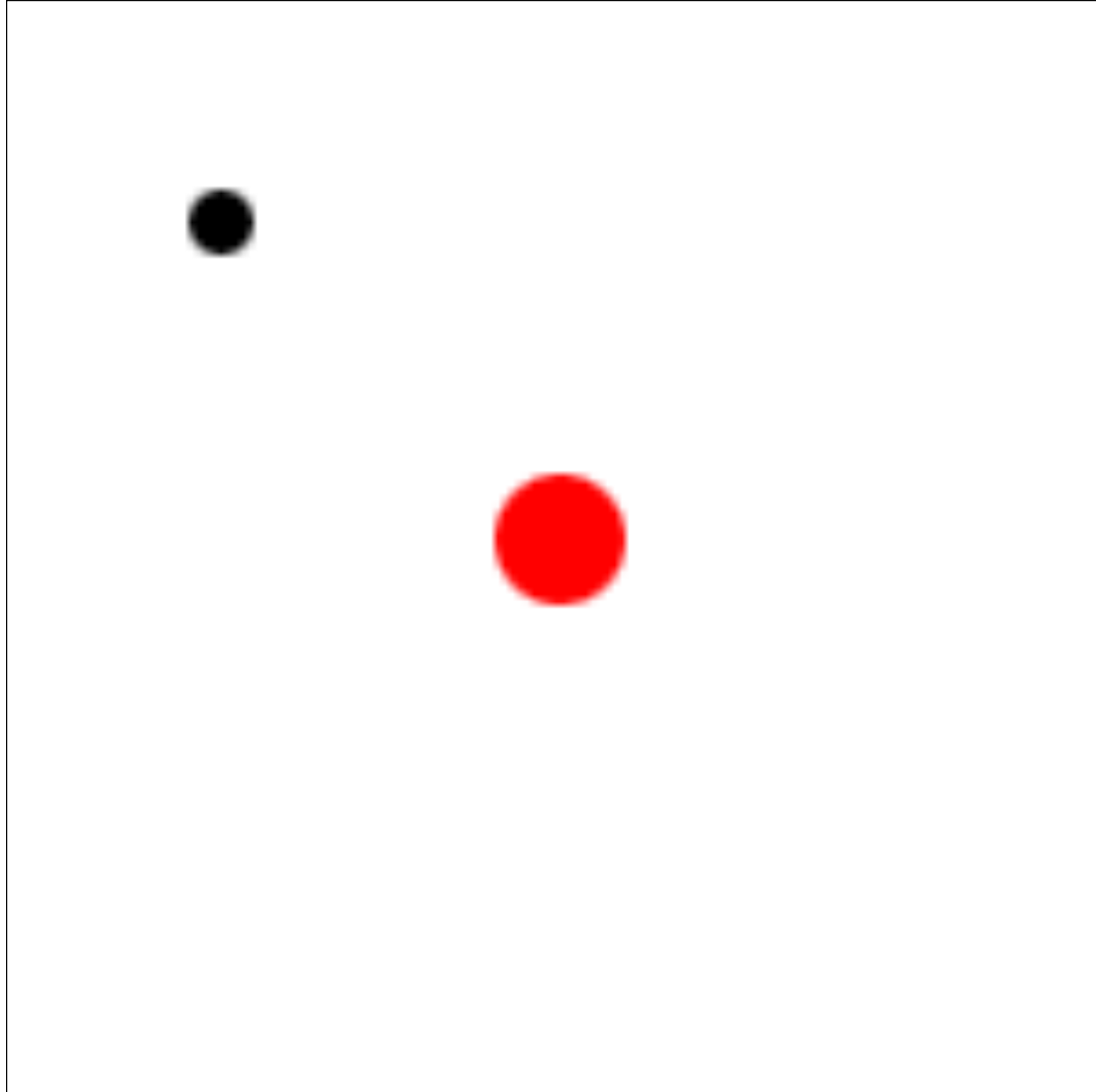
specs for output and deliverables

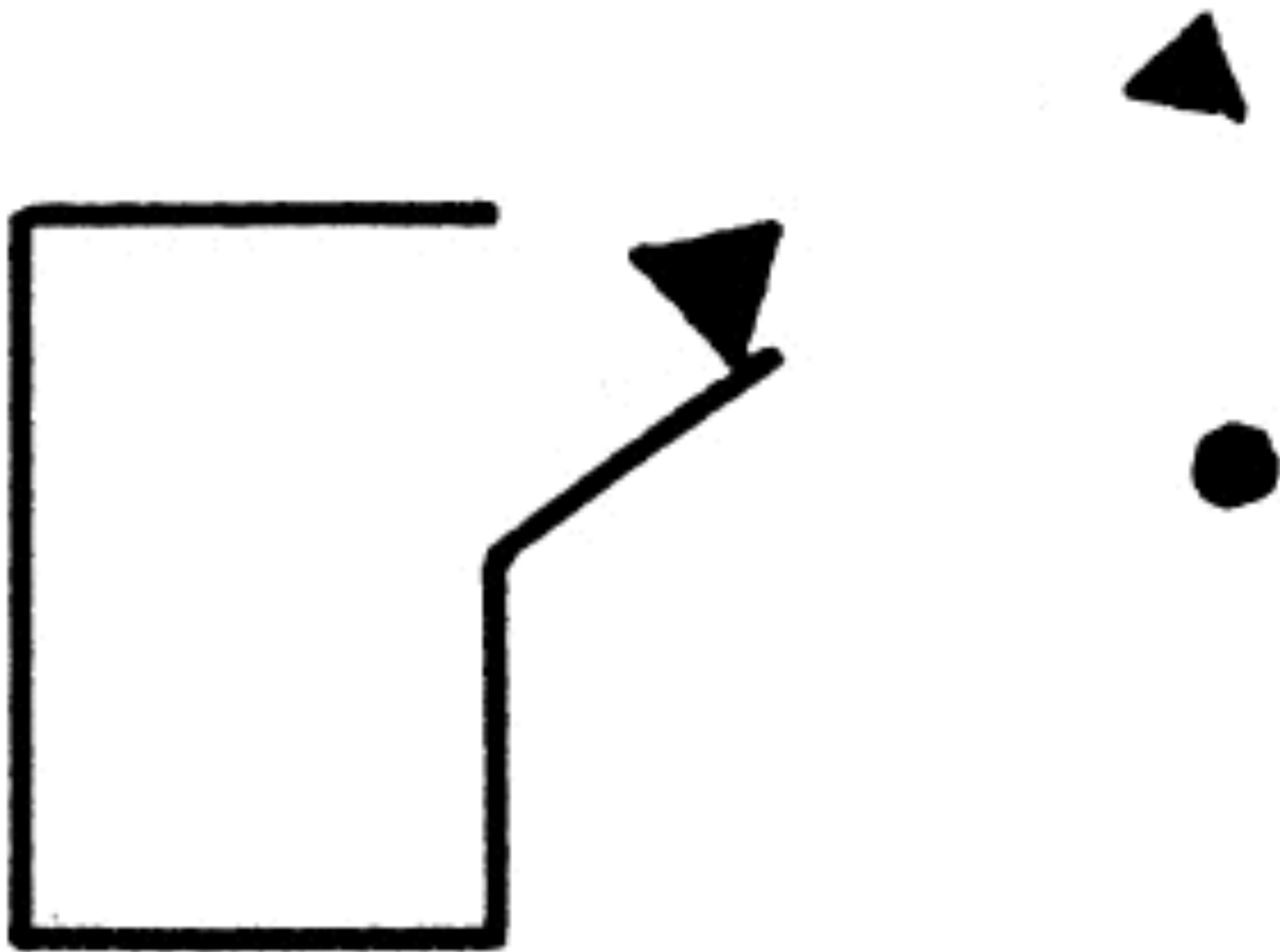


motion communicates

Humans assign meaning to why something is moving based on experiences with real-world physics or by anthropomorphizing the animated objects.







kinetic type research

“moving text”

Research examples of successful kinetic typography. Write a reflection for the 3 most successful as to why you feel this example is strong. Consider concept, visual style, timing, sequence, use of story/narrative, etc. Be ready to discuss.

Kinetic Typography

ART430

Graphic design is painting
with typography.

—Paul Rand

kinetic typography

Graphic designers recognize the power typography has to enrich visual messages.

The added dimensions of time and motion further strengthen its power to communicate.



Music by **John Corigliano**



masters of film titles Kyle Cooper

Studied under Paul Rand

Se7en, Spider Man, The Mummy,
The Walking Dead, Braveheart



masters of film titles Pablo Ferro

Known for
distinctive
handwriting



masters of film titles Saul Bass

Innovative with
kinetic typography





OTTO PREMINGER PRESENTS

OSCAR HAMMERSTEIN'S

CARMEN JONES

THE BIG KNIFE

THE SEVEN

YEAR

THE
MAN WITH
THE GOLDEN
ARM



VERTIGO



NORTH BY
NORTHWEST

SPARTACUS

PSYCHO

11
in OCEAN'S ELEVEN

DIRECTED BY
ROBERT WISE AND ROBBINS

WALK ON THE WILD SIDE

NINE HOURS TO RAMA

IT'S A MAD
MAD MAD
MAD
WORLD

BUNNY LAKE
IS MISSING

SECONDS

NOT WITH
MY WIFE
YOU DON'T!

GRAND PRIX

THAT'S
ENTERTAINMENT
PART II

THE WAR OF THE ROSES

GOODFELLAS

CAPE FEAR

The Age of Innocence

CASINO

ALFRED HITCHCOCK'S

ALFRED HITCHCOCK'S

ALFRED HITCHCOCK'S

PSYCHO

PSYCHO

PSYCHO

ALFRED HITCHCOCK



role of type in motion

function: readability, to inform

form: emotional; forms may be abstracted or purely serve an aesthetic function

typographic forms





project 1: kinetic type

consider how positive/negative forms change through motion and transition

give attention to the manner that elements appear and leave the frame

consider the interaction of the letters within the frame's edges

be deliberate in choosing typefaces that best express your message

consider the narrative of the audio you select