

MotionDesign.Process

ART430

B		A		B		A		B	
8	9	10	11	12	13	14	15	16	17
7/8	3/8	1	3/4	3/4	1/2	7/8	1/8	1/2	1/2
1 7/8	1 1/8	1 1/2	1 3/8	1 1/8	3/4	1/4	1 1/4	1 1/4	3/4
1	2	3	4	5	6	7	8	9	10
IV	V	VI	VII	VIII	IX	X	XI	XII	

Communication First

While motion design can embody components of artistic expression and visual communication, the latter takes precedence.

Self-Understanding

What are our core **motives** for creating this message?

How do we hope the work will change or **impact** upon the viewer?

What **secondary motives** may be acting upon our thinking?

Do we possess any **assumptions** or **lack any knowledge** or cultural awareness that could taint the message?

Designer's Choices

What media will we include?

Will we use video, sound, music, and/or type?

How will these elements be combined and arranged?

Which brand values will be emphasized?

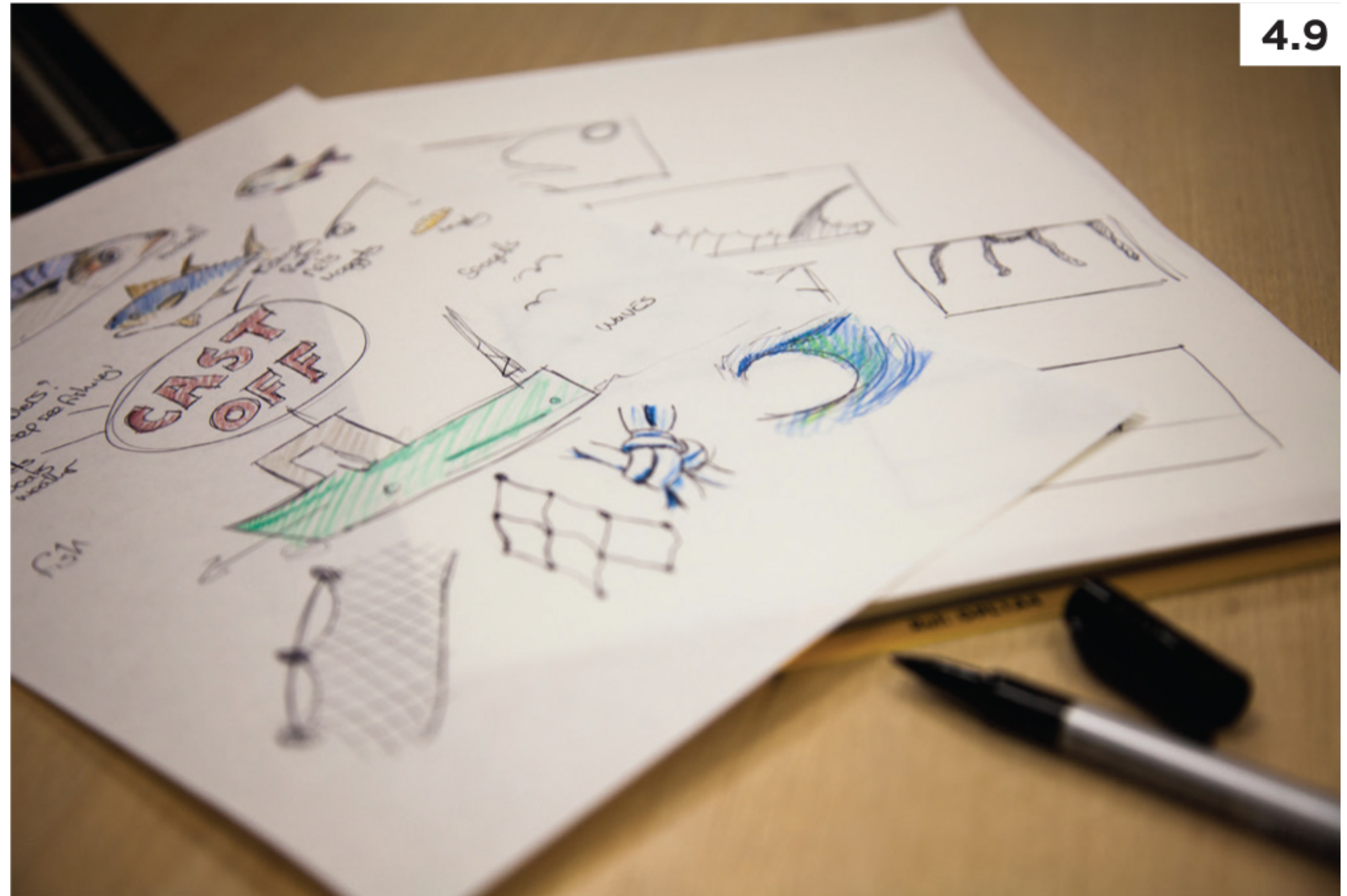
What intertextual or cultural references will be made by our choices about typography, color, language, and the “human elements” (e.g., class, age, gender, ethnicity)?

What do all these aspects *mean*?

Sketching

More focused on process than the end product.

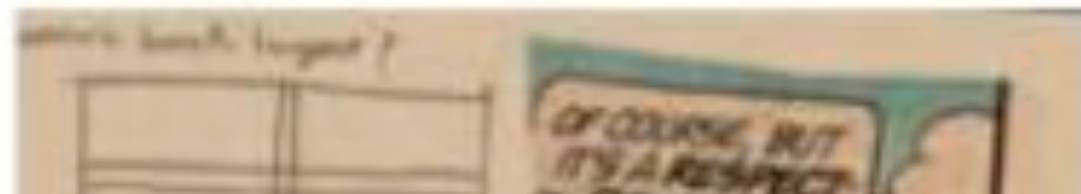
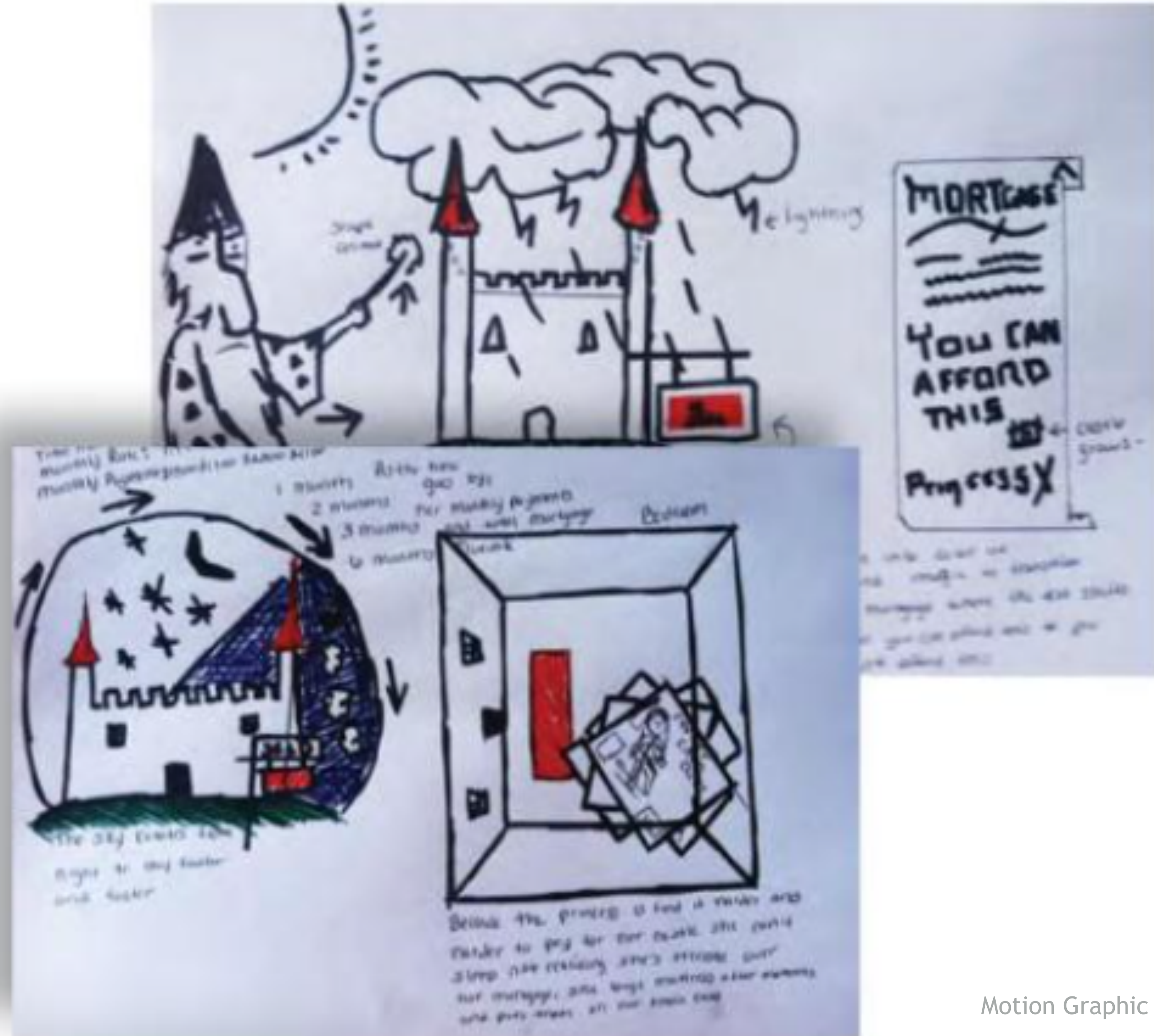
Encourages observation and exploration.



4.9

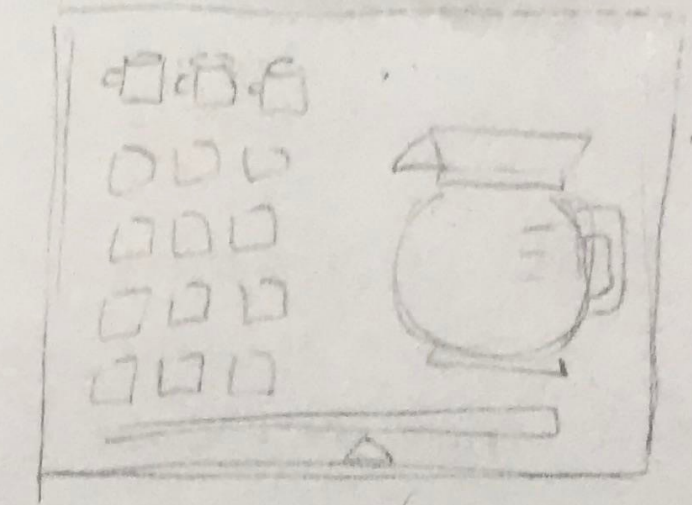
10.9

Concept sketches from "The Princess and the Sub-Prime Variable Rate Mortgage," a PSA animation by Ken Cadieux. Courtesy of Professor Jon Krasner, Fitchburg State University.



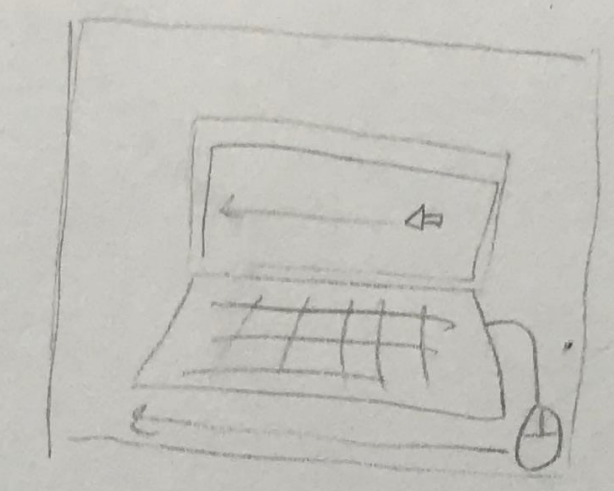
- ✓ Alignments
- ✓ Balance
- ✓ Direction
- ✓ Proportion
- ✓ Figure/Ground
- ✓ Position/Proximity
- ✓ Similarity
- ✓ Contrast
- ✓ Repetition
- ✓ Discord

1 Balance



one heavy object
lots of light
objects

2 Direction



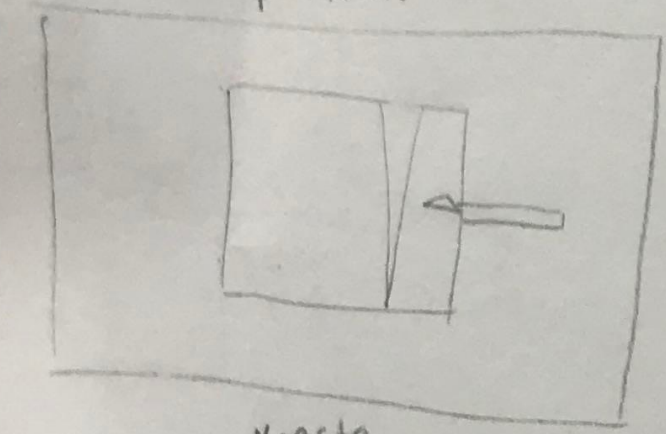
mouse moves
arrow on
screen
moves

principals
of motion design
also use/show
things designer
needs:
pantones
laptop
coffee
sketchbook
hard drive

orange +
blue
color palette

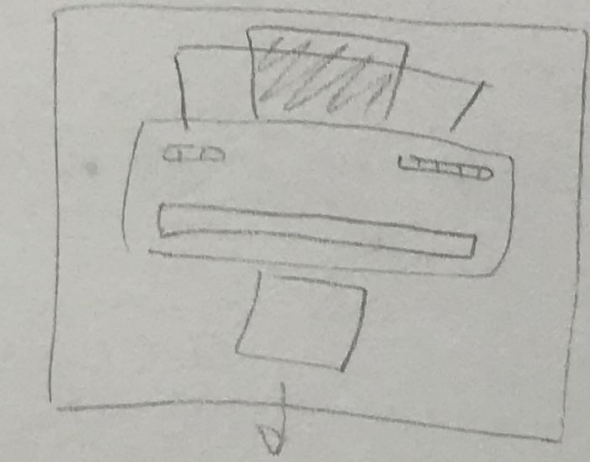
use of
dotted line
to show
motion

3 Proportion



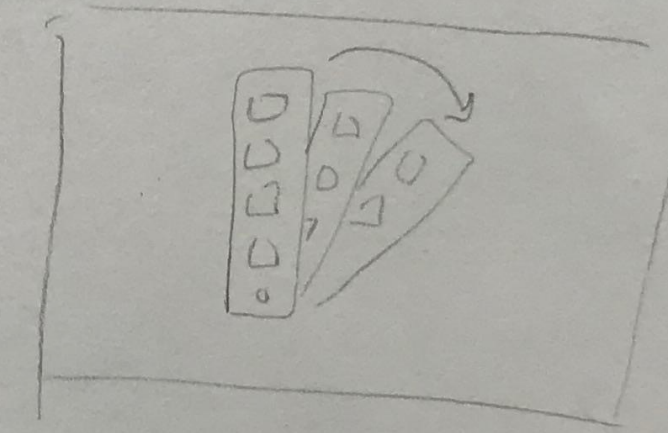
x-acto
knife cut
to make 2 pieces
proportionate

4 Repetition



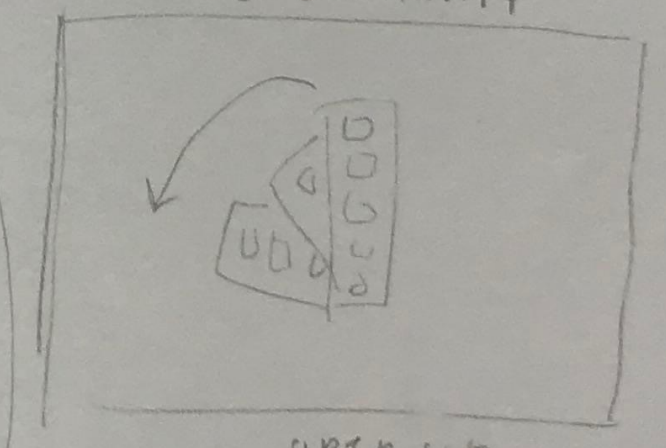
prints keep coming
out

5 Contrast



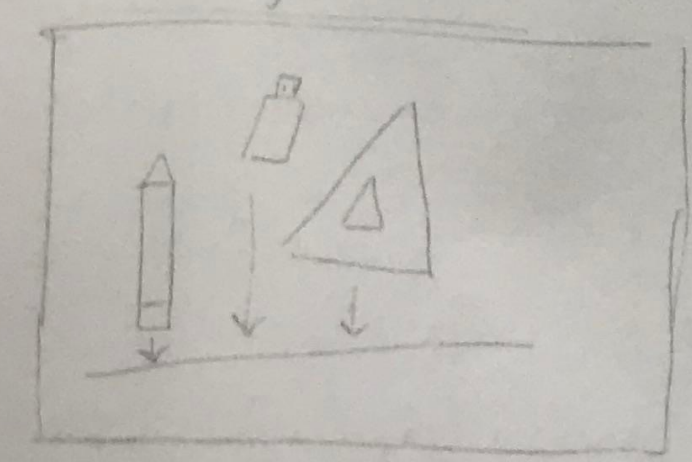
blues +
oranges
pantone
book

6 Similarity

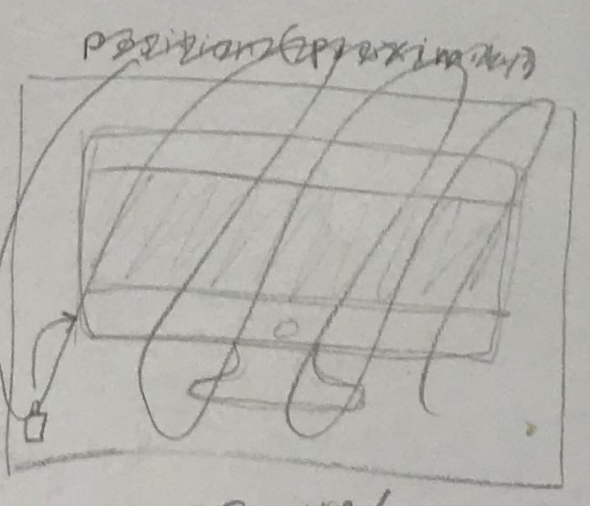


go together
different
shades of
orange

Alignments



snap to baseline



Figure/
ground

these prints hanging on wall
close + far to each other

think about
order/process

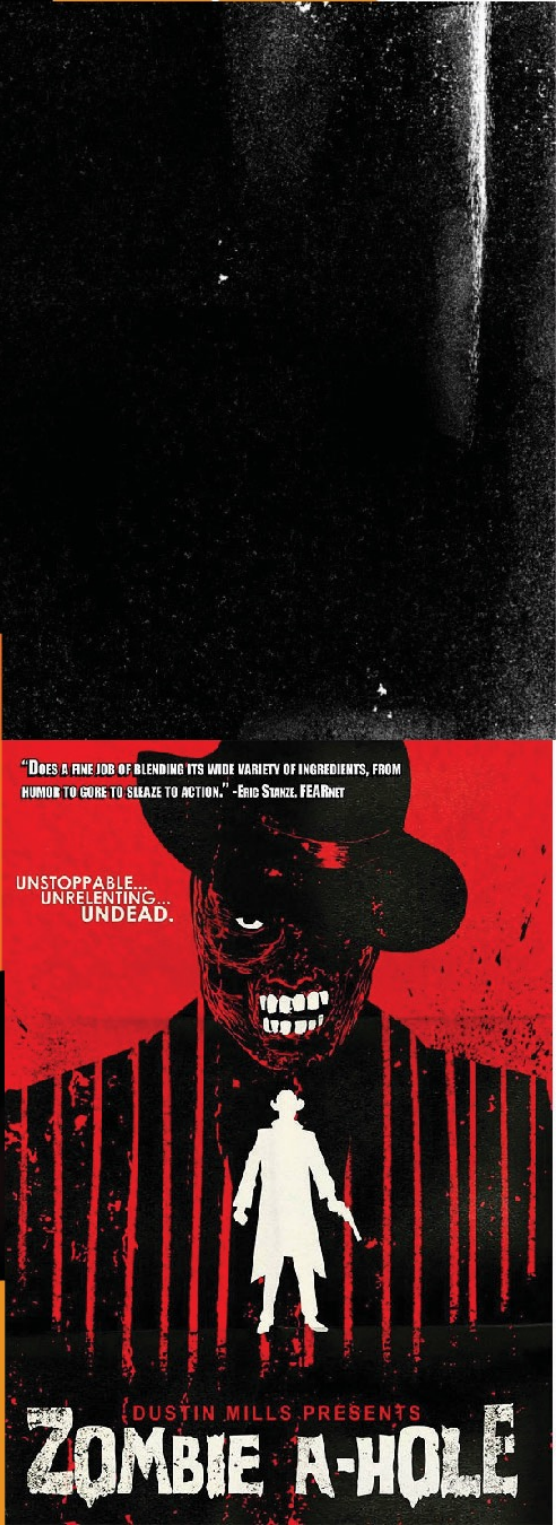
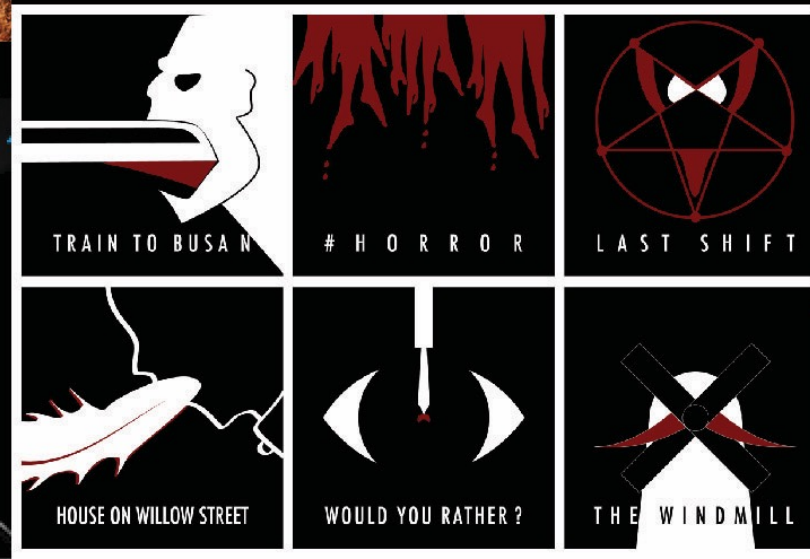
"whistle while we work" type song

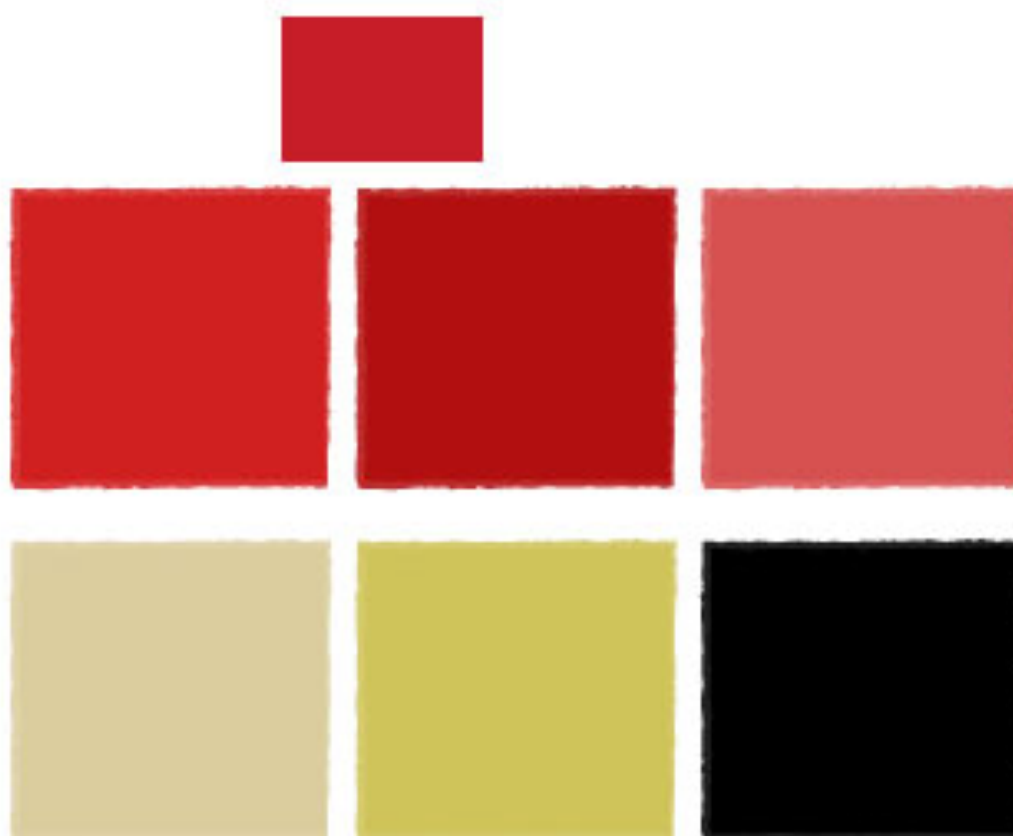
Moodboard

Creates a visual, emotional scenario that is congruent with communication

Photos, type, colors, screenshots of inspiration from other work, descriptive words, shapes or elements, illustration style, etc.

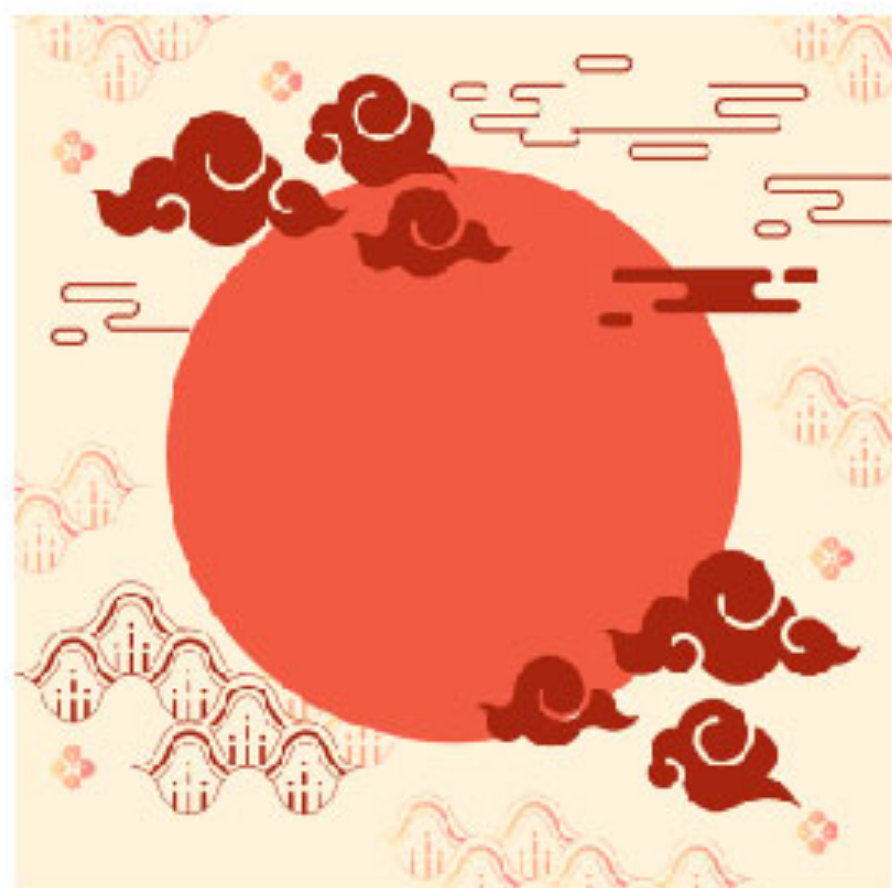




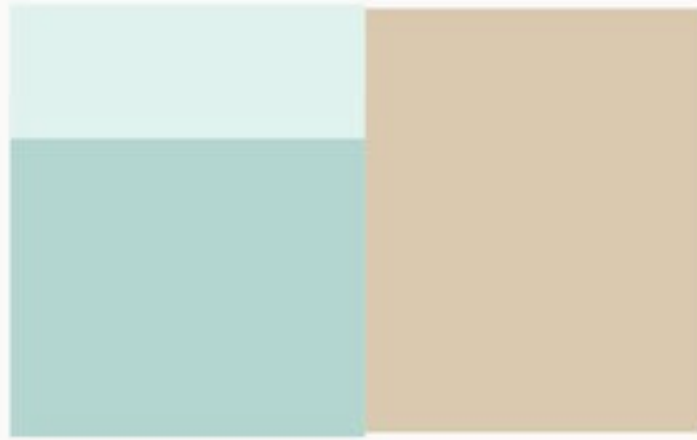


8 PRINCIPLES OF DESIGN

BALANCE
ALIGNMENT
DIRECTION
DISCORD
SIMILARITY
REPETITION
PROPORTION
PROXIMITY
CONTRAST



Background colors



Secondary colors



Typefaces

AAAAA

Header: Raleway

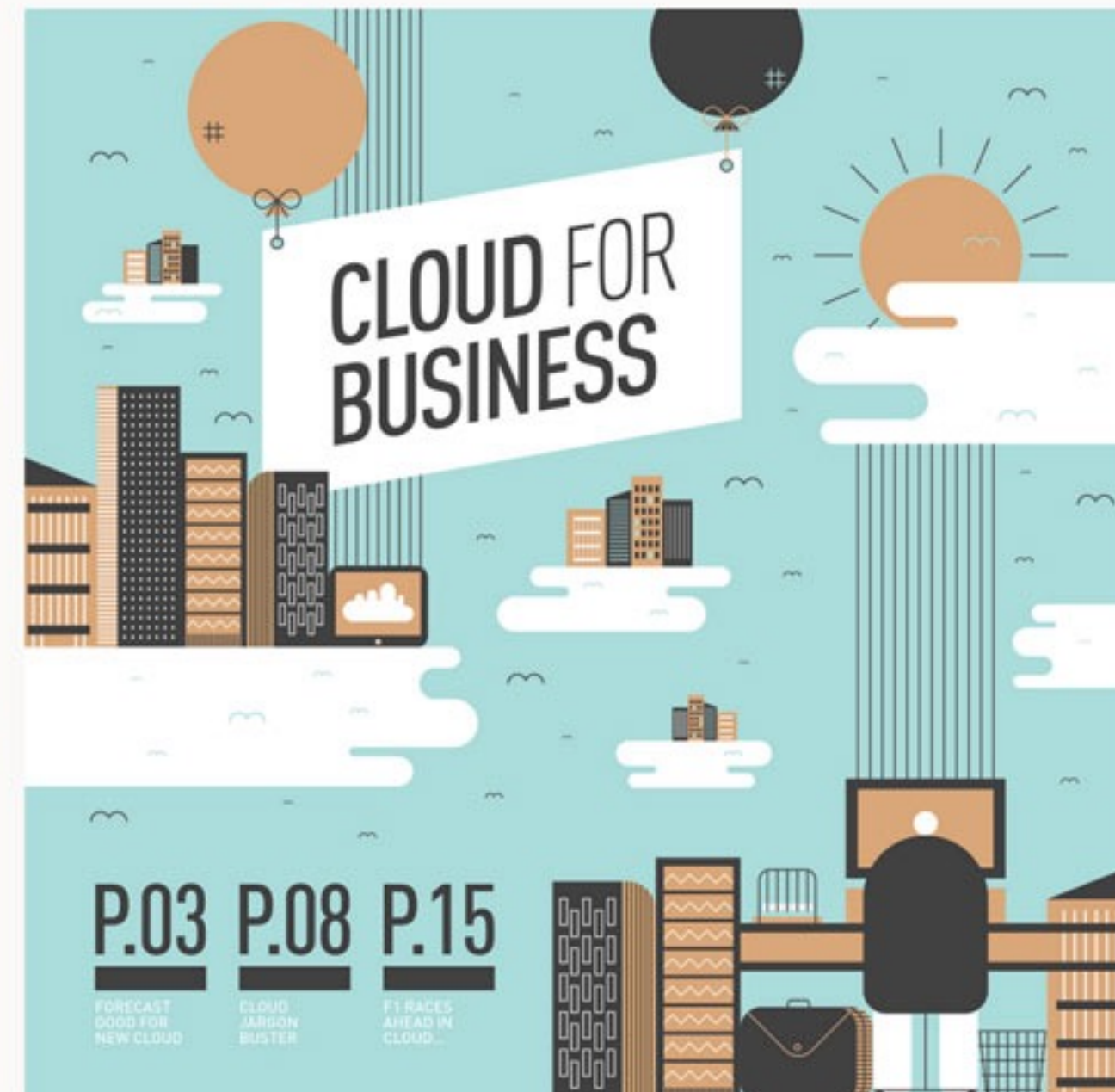
This will be a example of a body paragraph. Lorem ipsum sen be tense ore mano de quinte boro mantan con yes sorte. Toro sen serve rostecte lamo viste.

Body: Proxima Nova

Pop of colors



Strokes



Inspiration

continuous process of searching beyond the familiar for new directions or angles

travel beyond the familiar

visual research / observation

reference photography

Style Frames

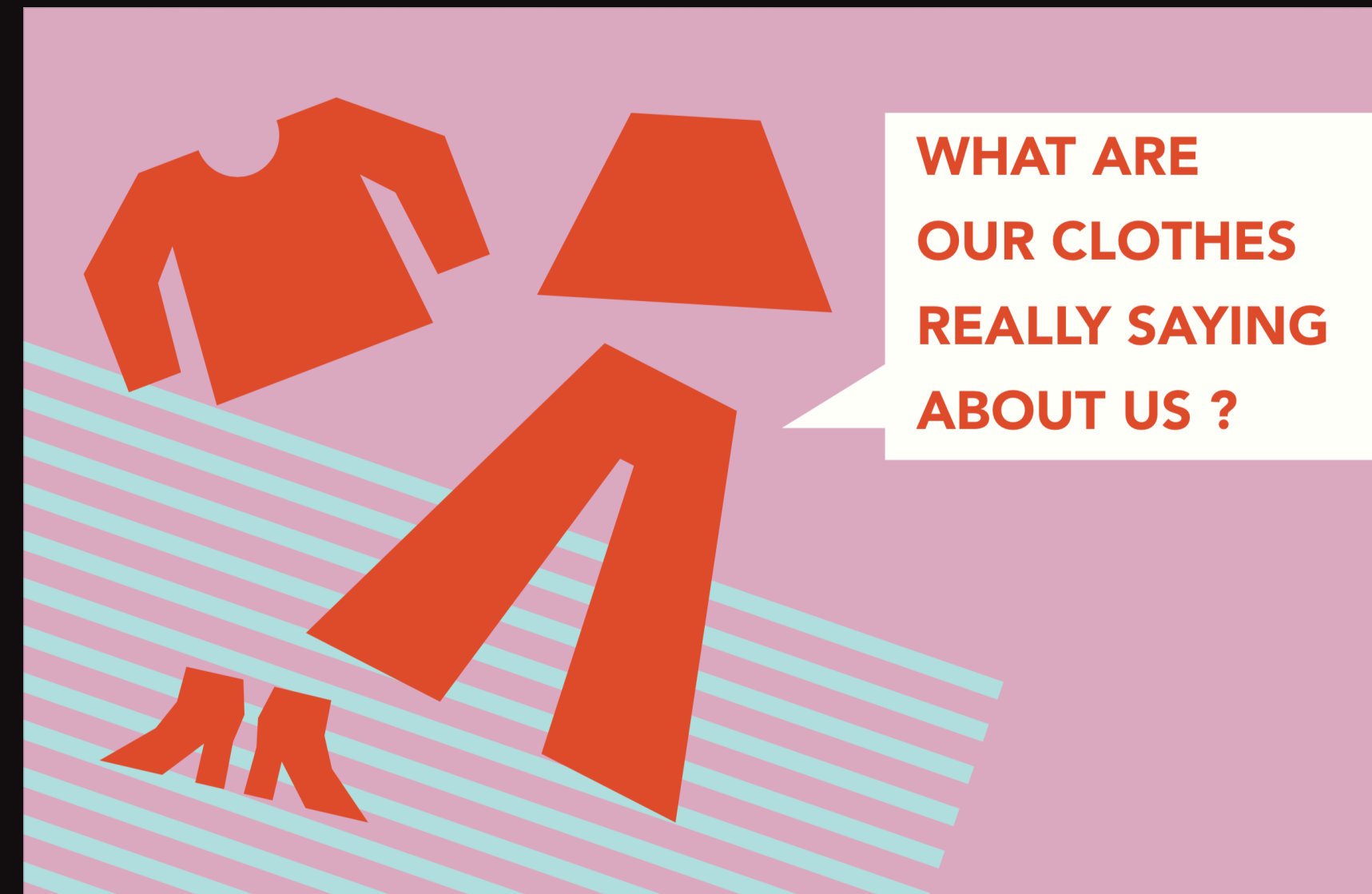
A single frame that depicts the look and feel.

Created prior to motion development.

Contain conceptual ideas and glimpses into broader narratives.

Consider composition, narrative, transitions, and motion.

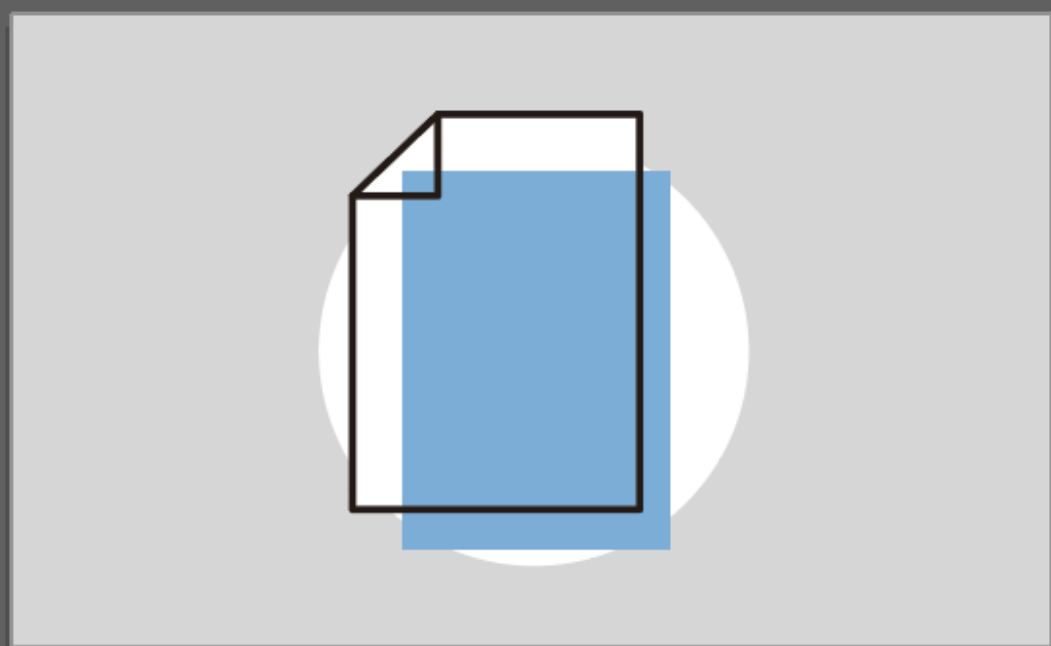
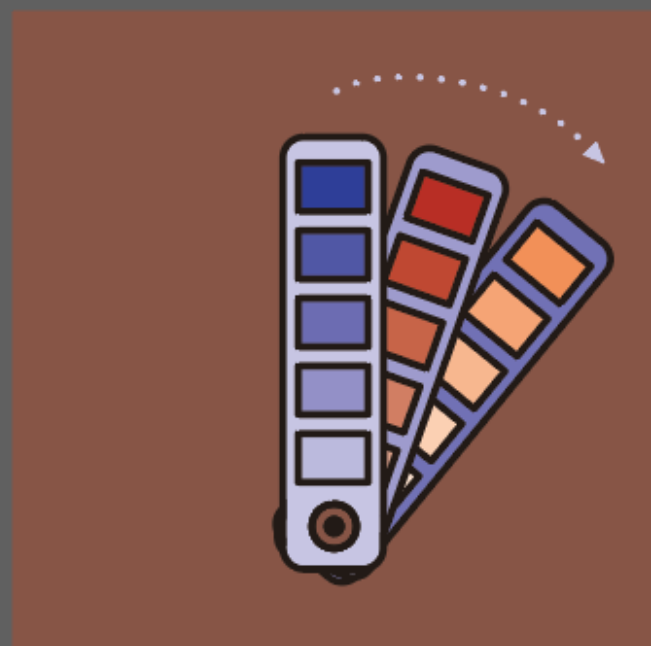
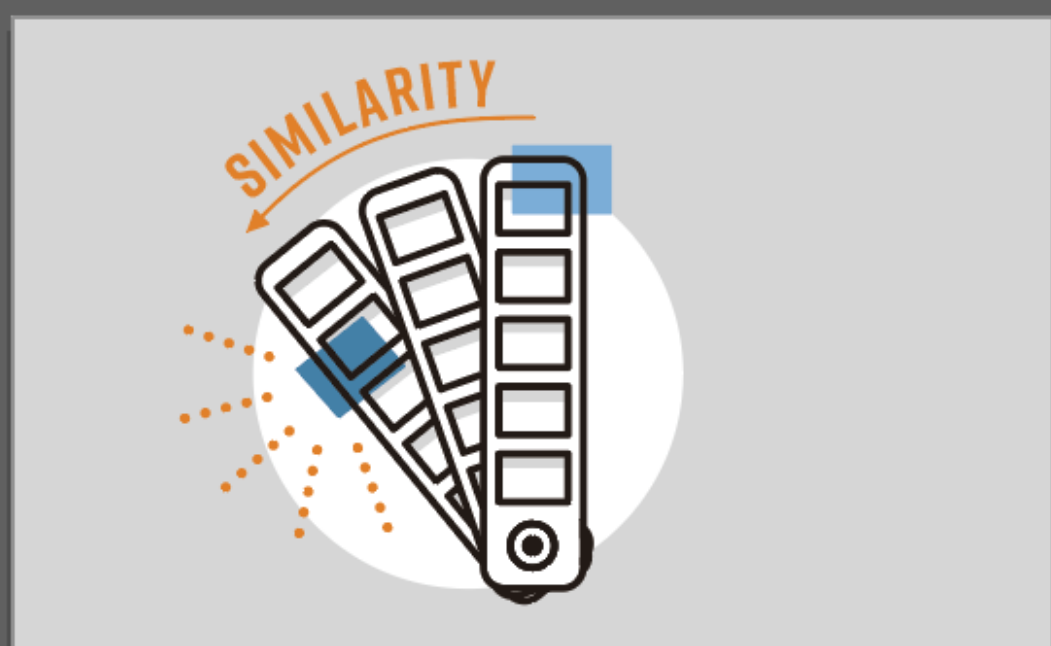
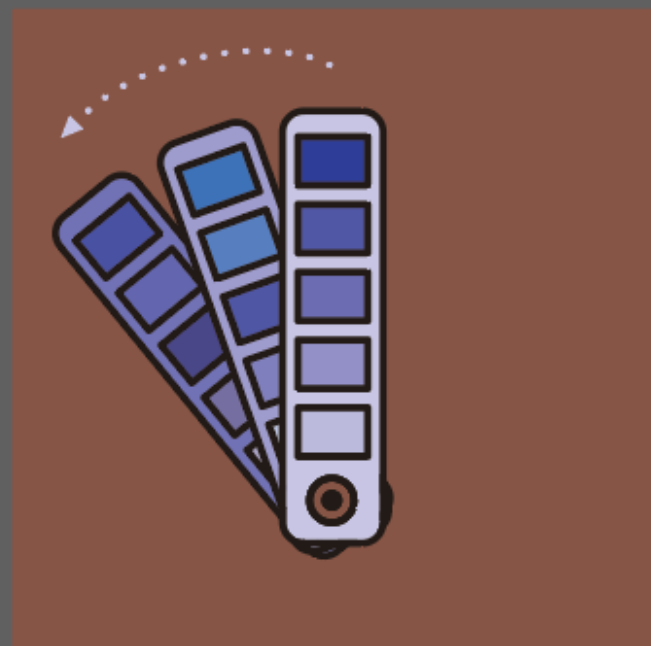
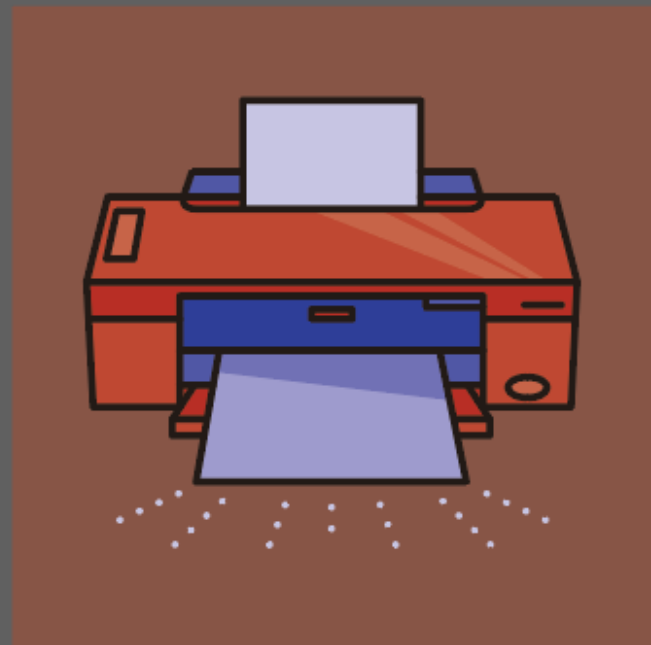
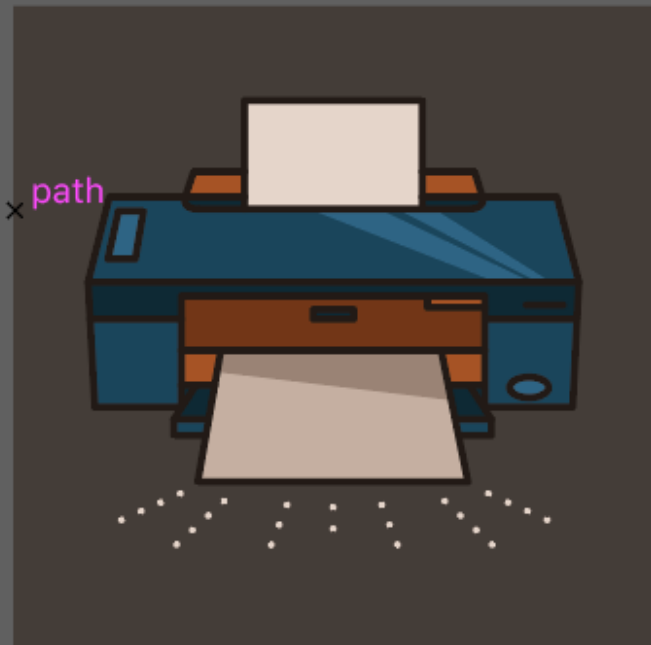
Stronger style frames = Stronger final motion design

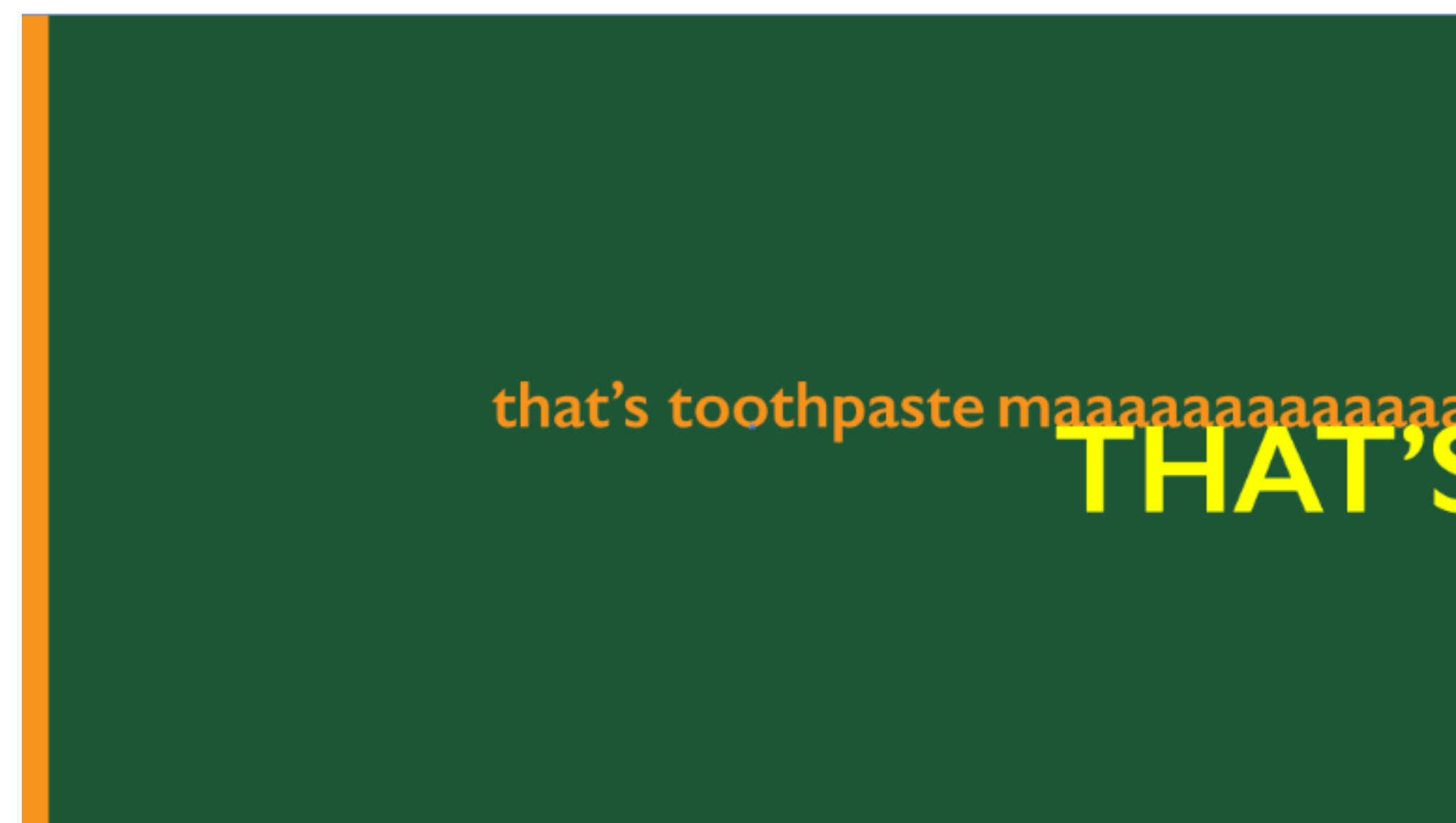


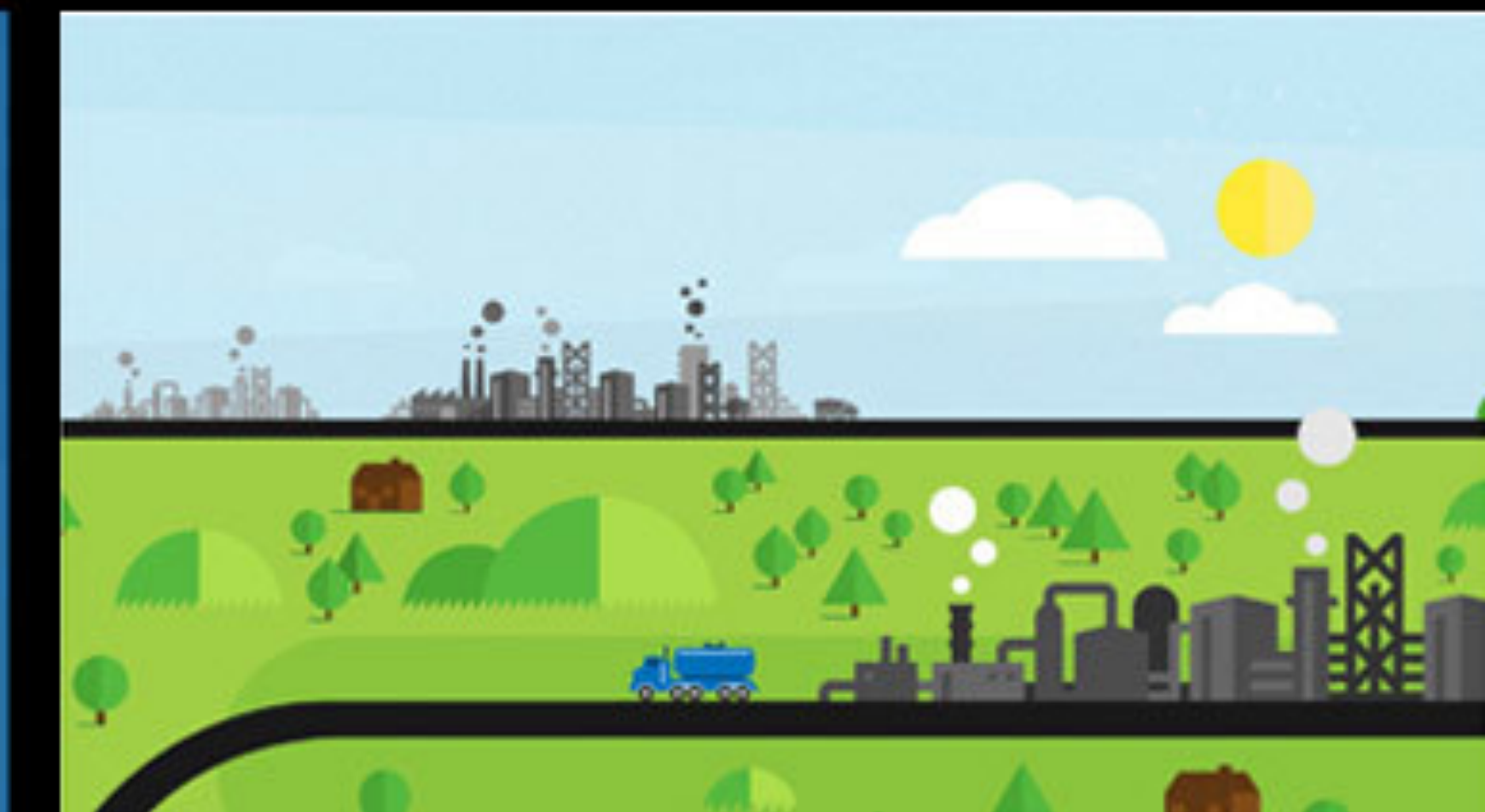
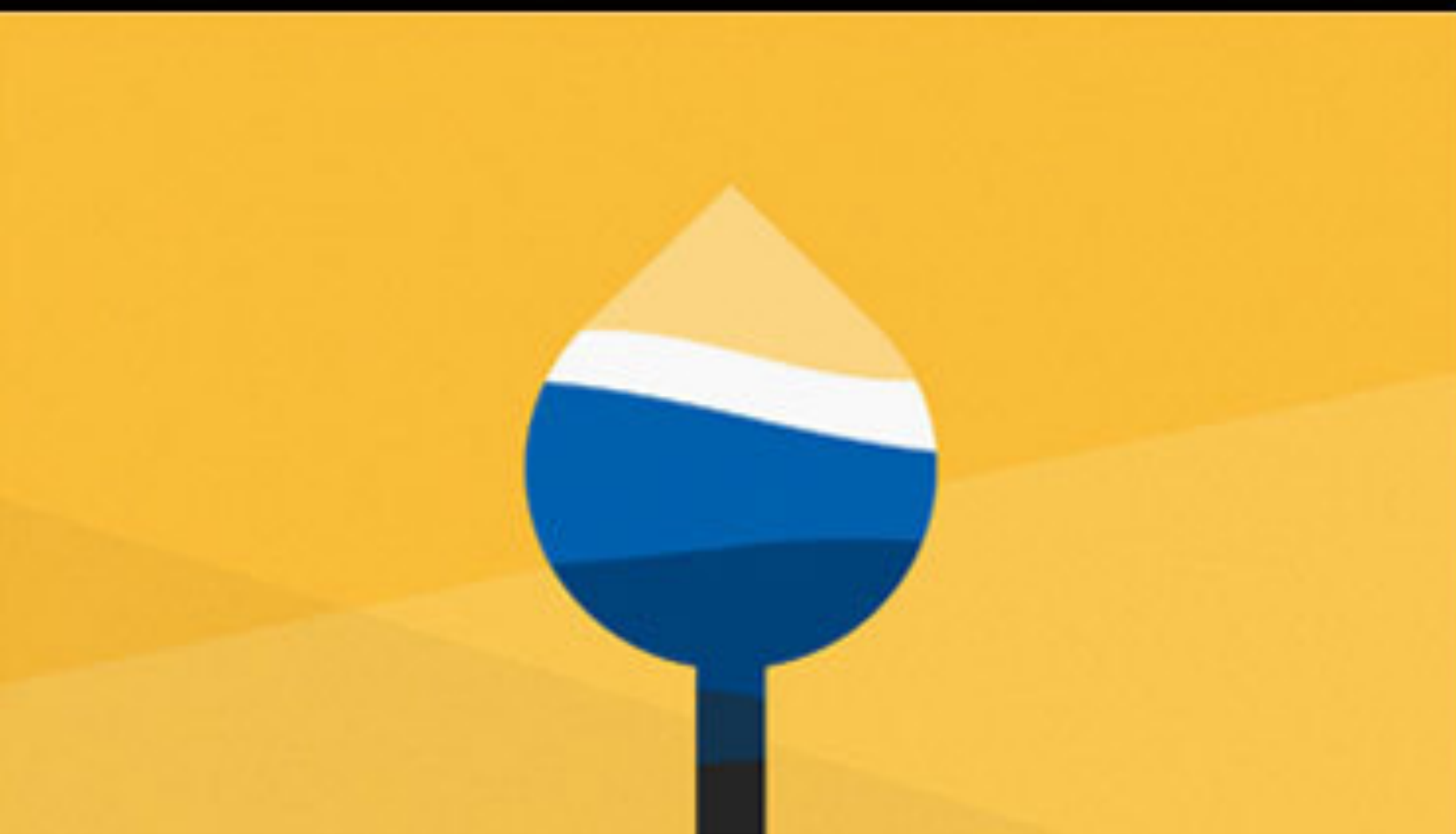
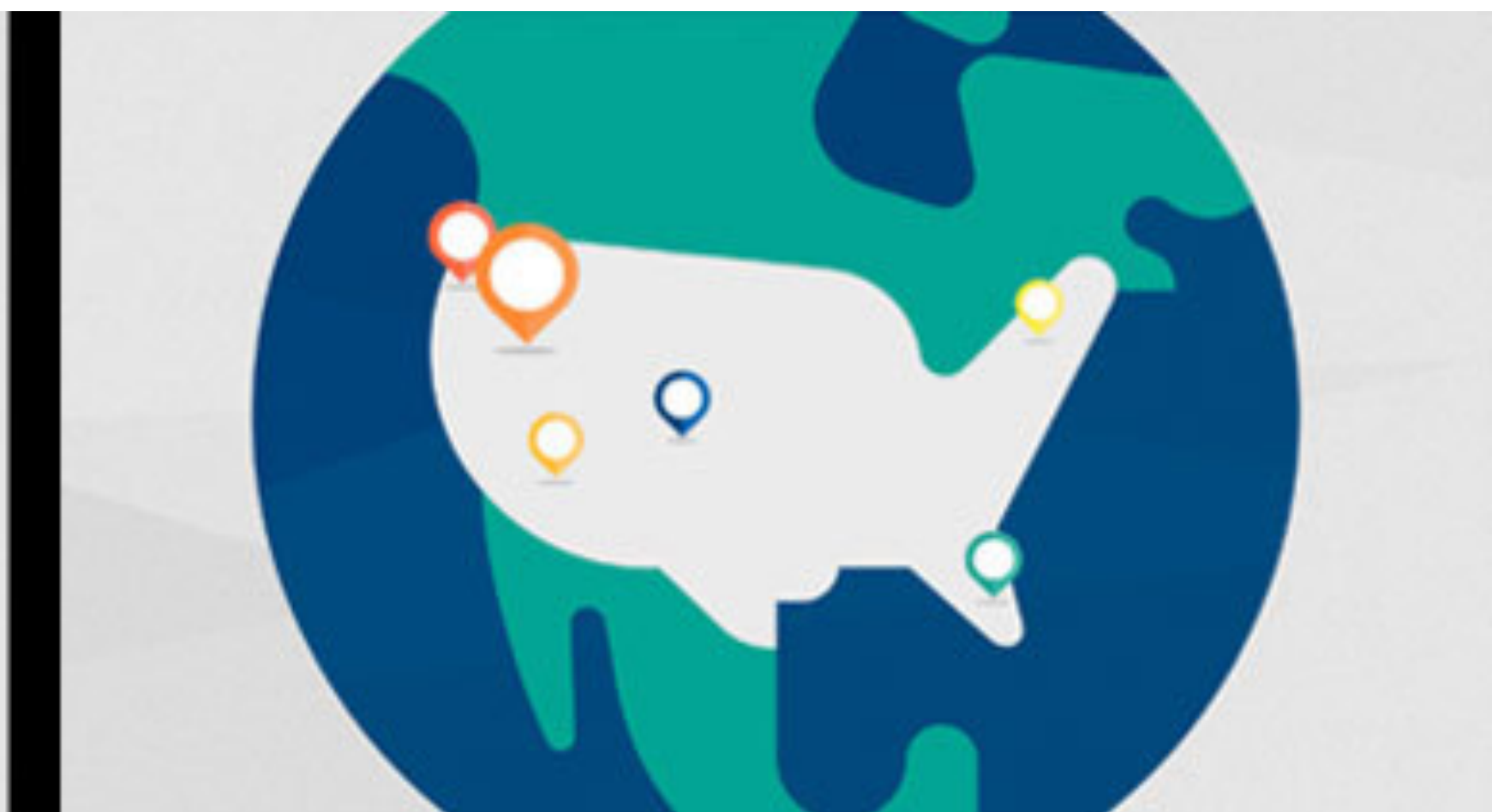
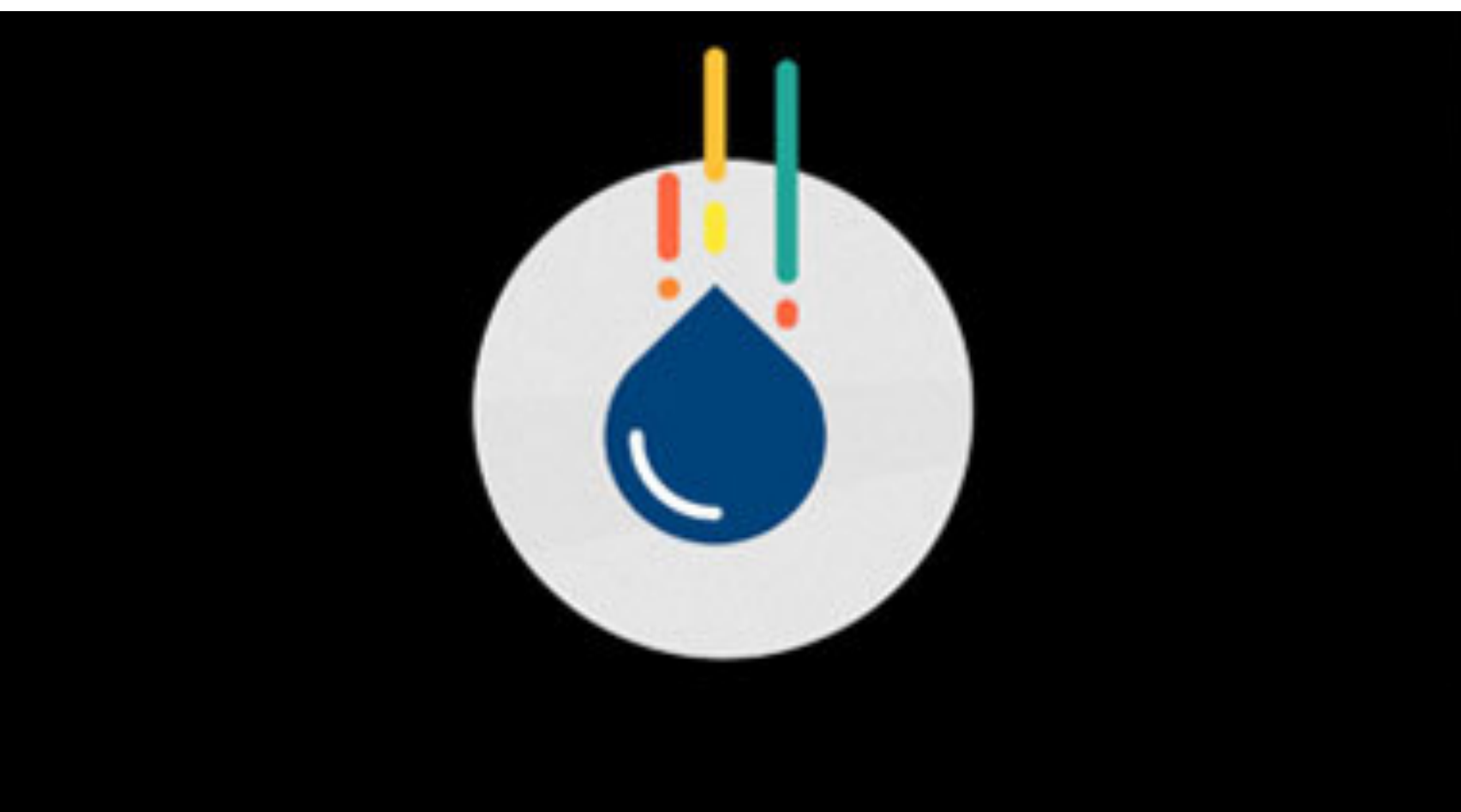


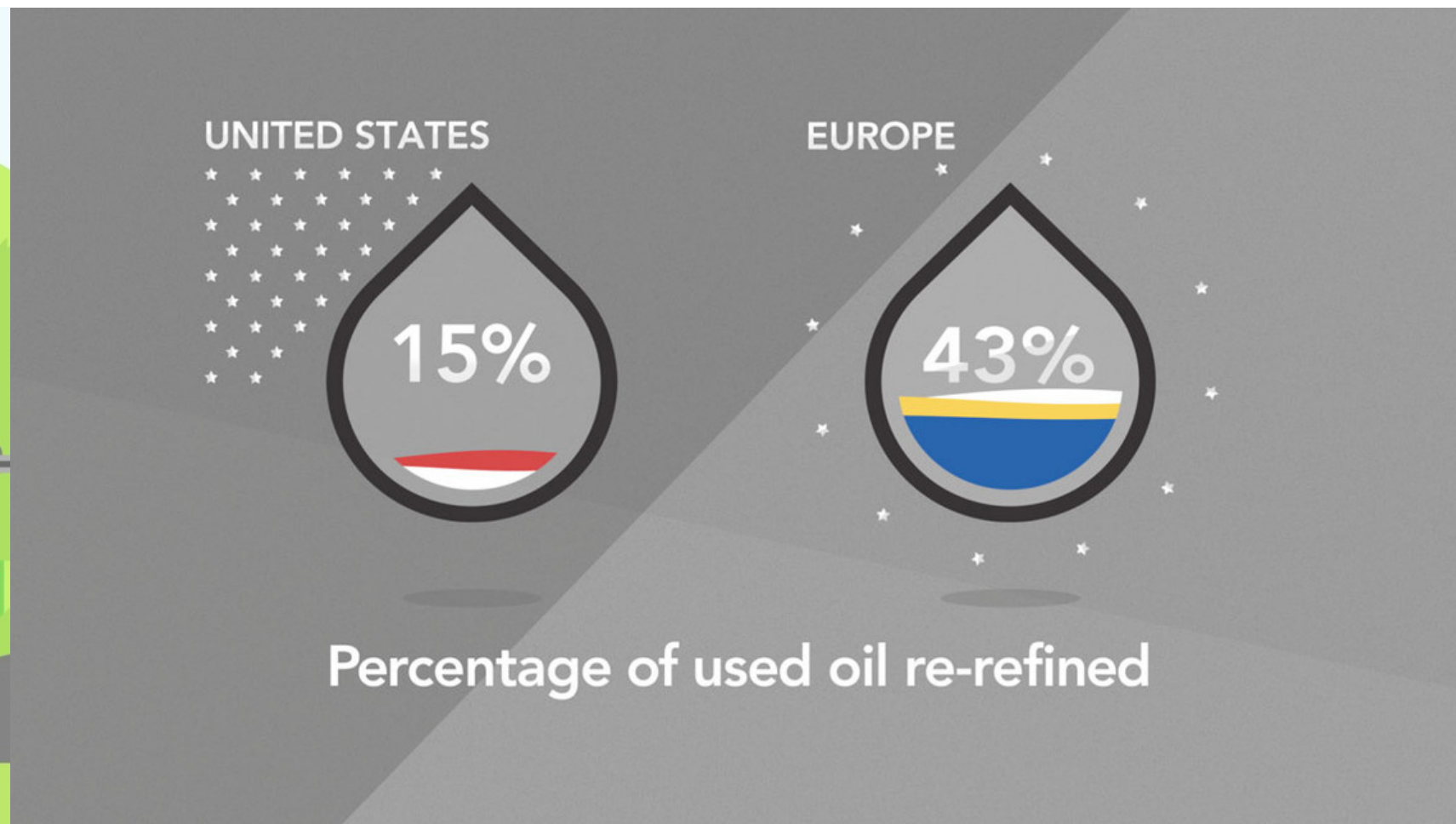
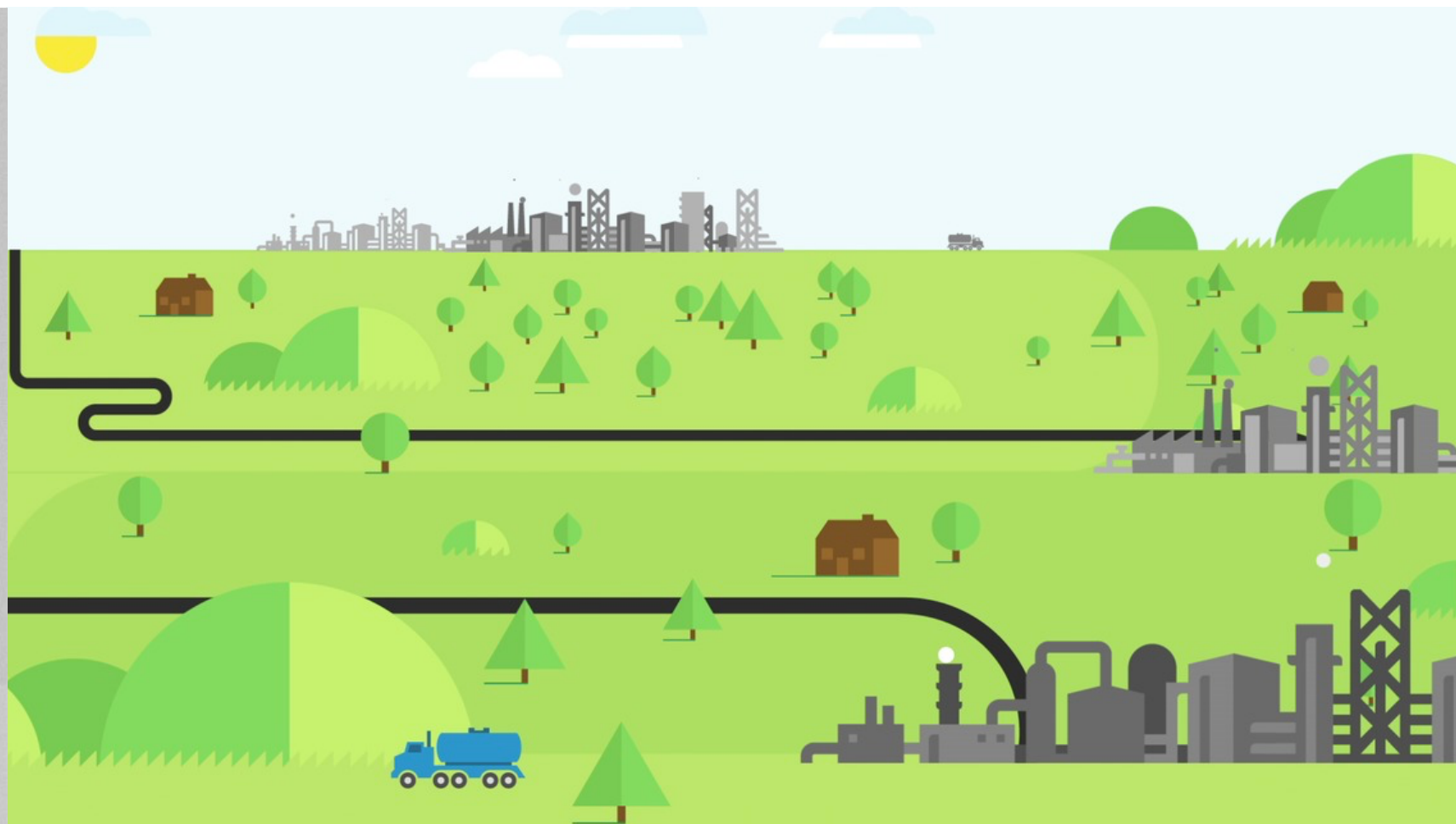
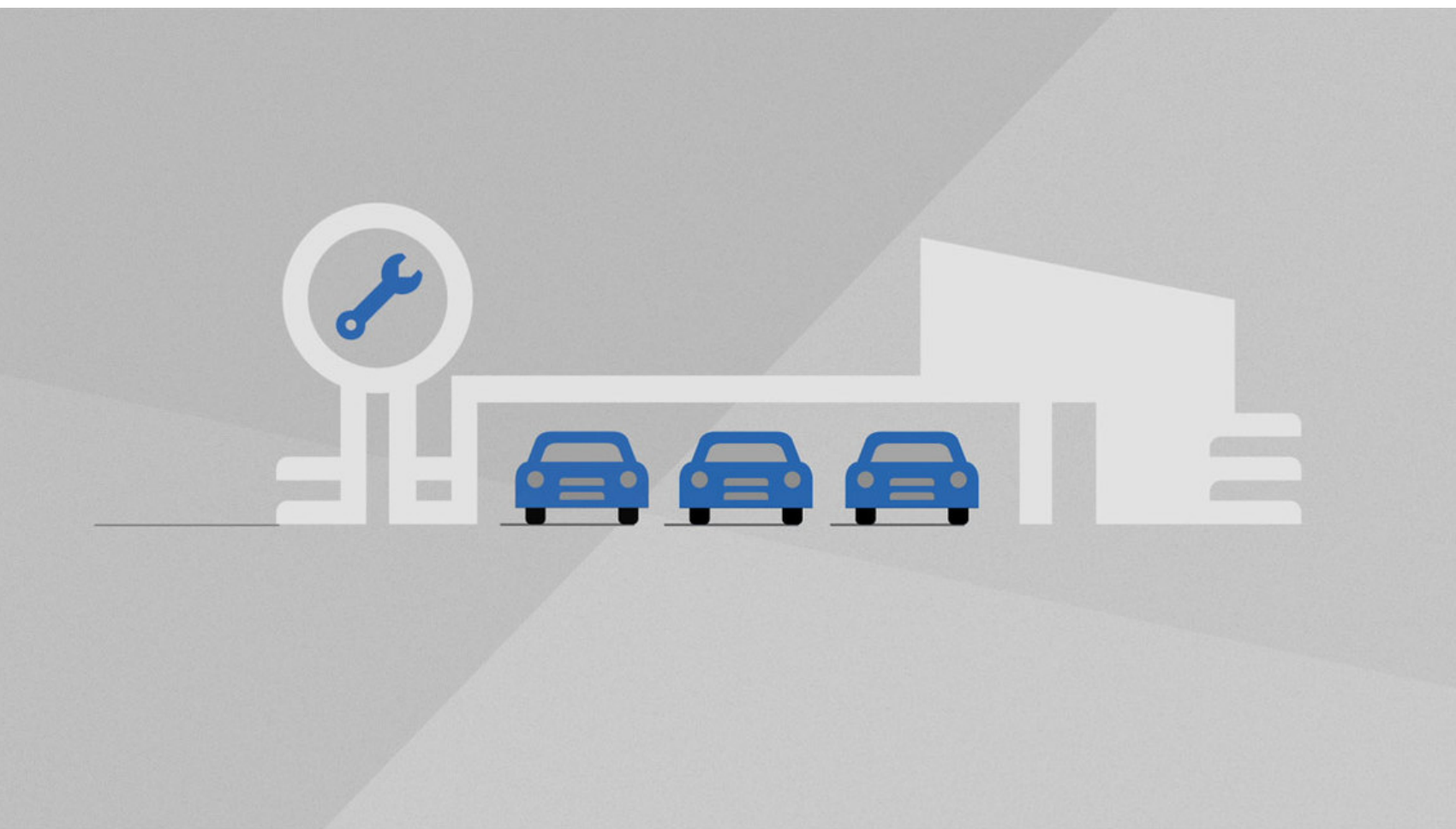












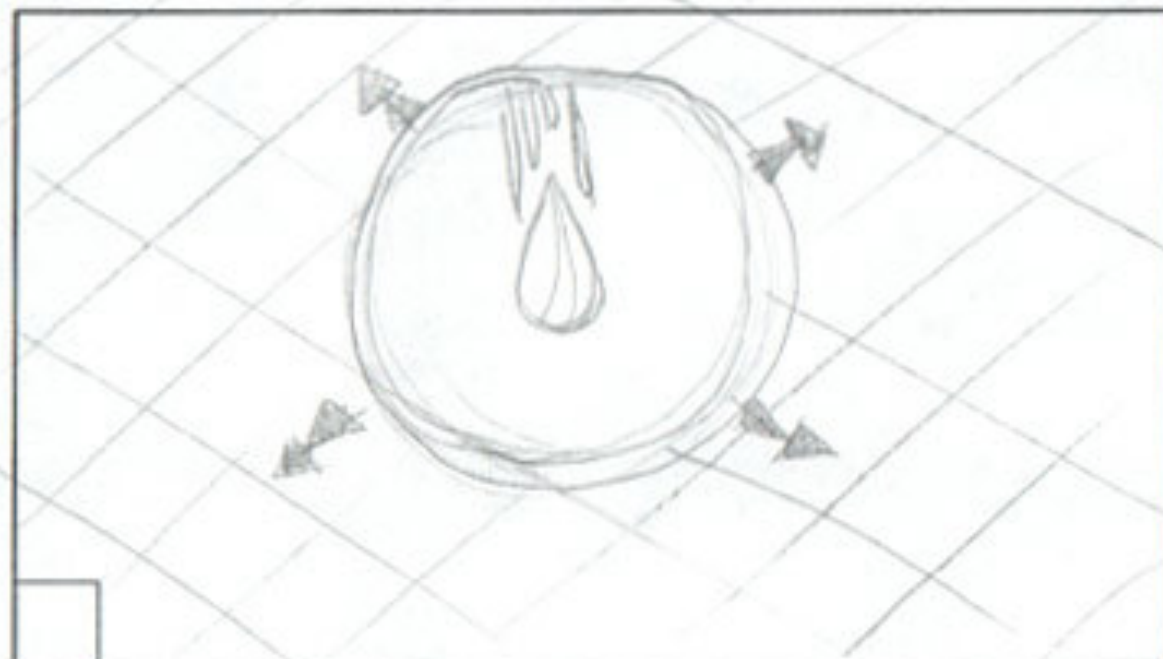
Storyboards

“All design work should begin on paper.”

“a sequential set of images that shows the progression of the motion.”

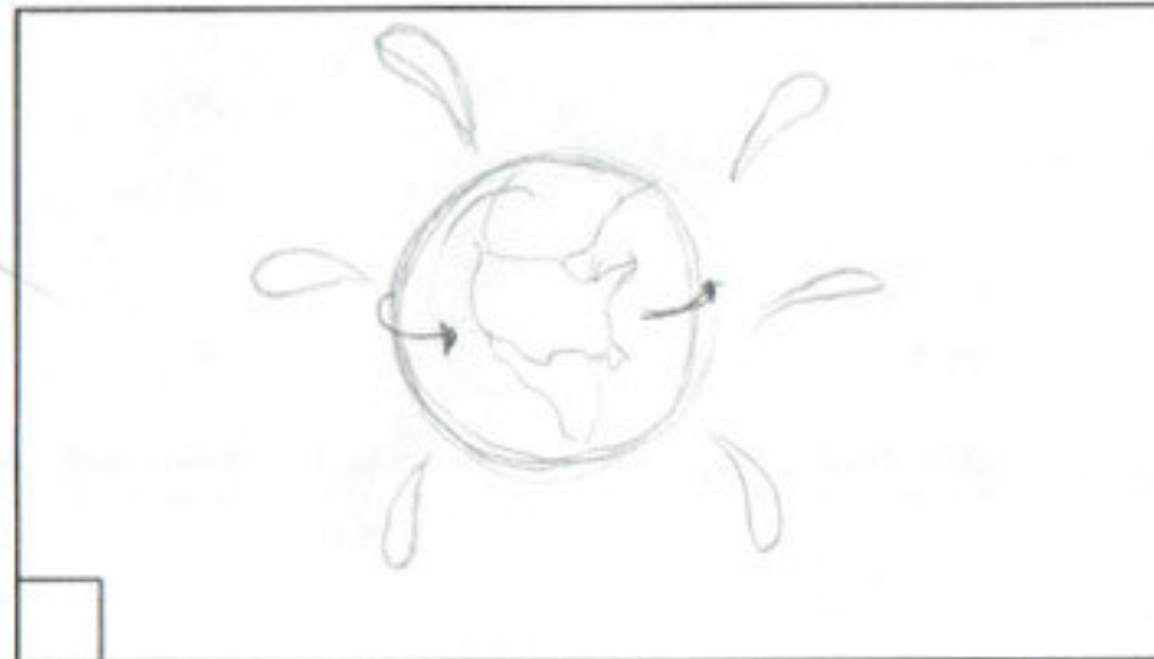
Illustrates the significant events.

Indicates framing and as well as how moving elements will enter, exit, and move within the frame (simple shapes with directional devices).



IT'S A BRAVE . . .

REVEAL OUT FROM BLACK, OIL DROP
FALLING



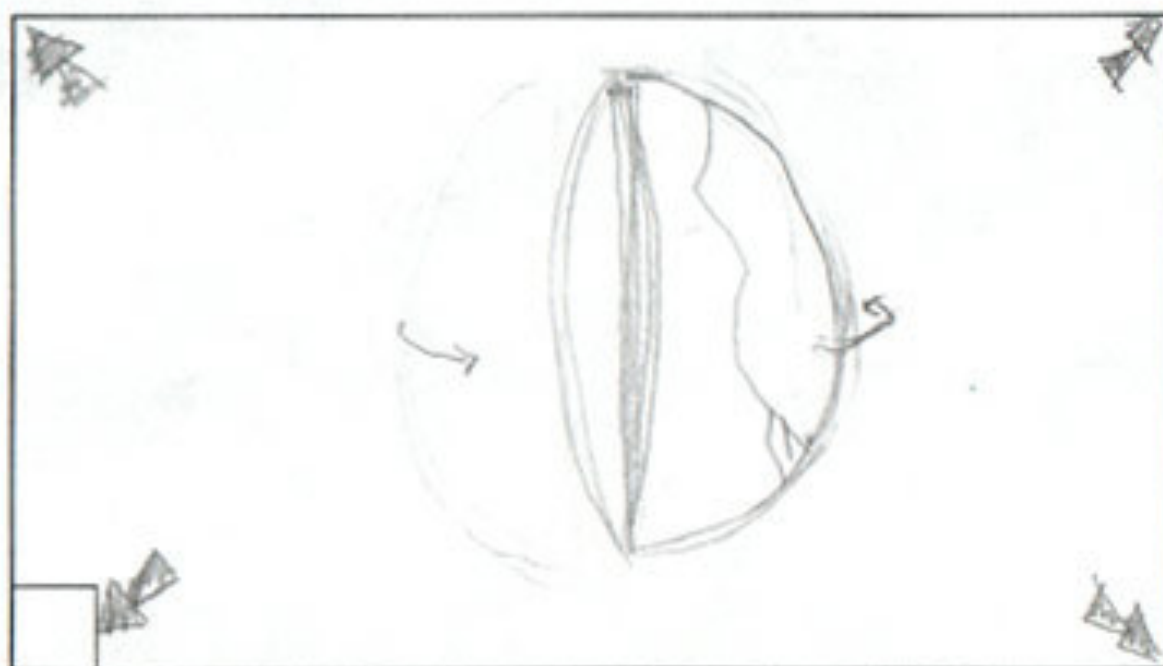
WORLD OF OPPORTUNITY

DROP HITS TO SHOW EARTH (GRAPHIC
ELEMENTS OUTPOUR) SPINNING

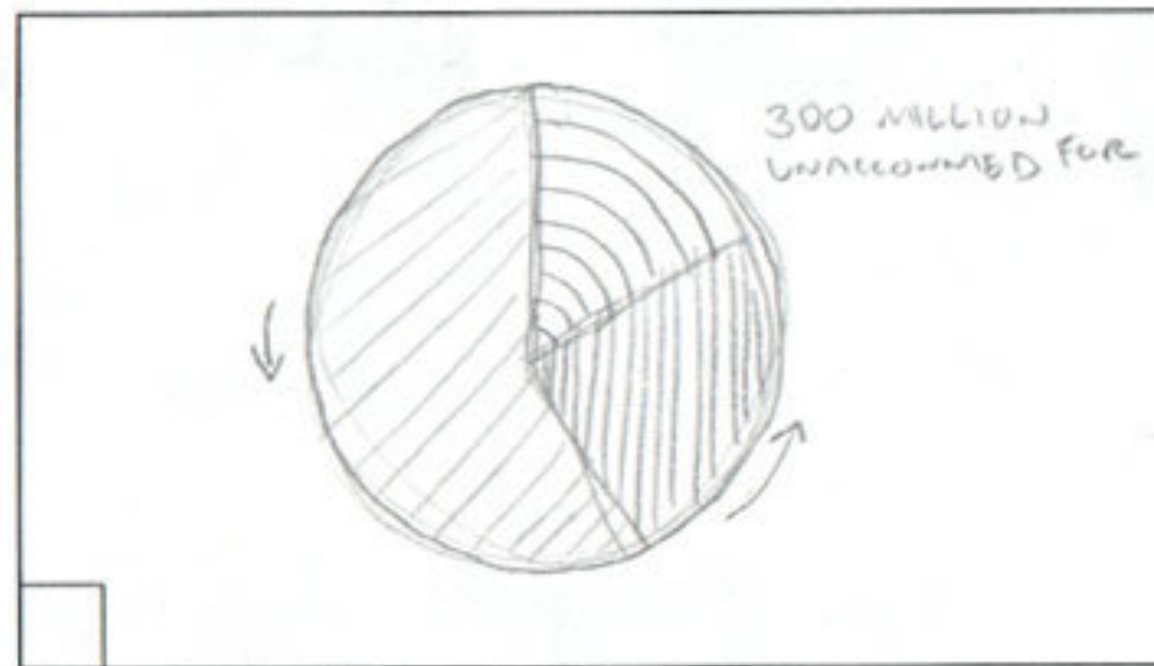


SPURRED DEMAND FOR RE-REFINED

DOTS BEGIN TO POP UP

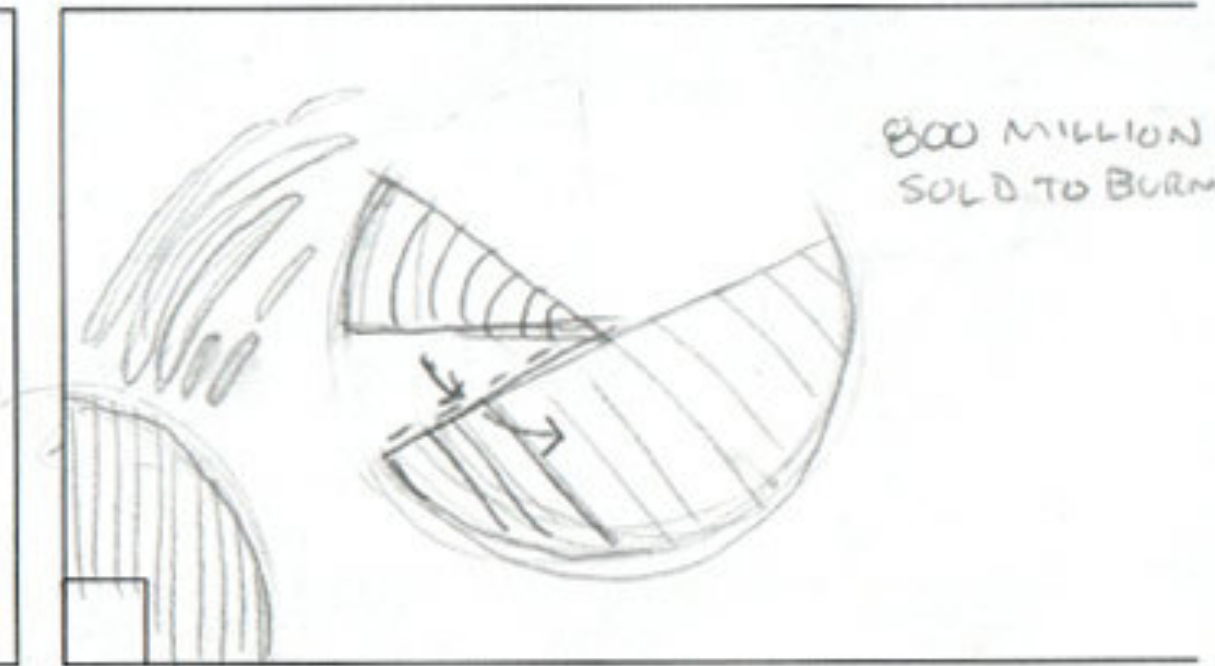


GLOBE SPINS TO REVEAL FLAT SPHERE WITH GRAPHIC
ON BACK



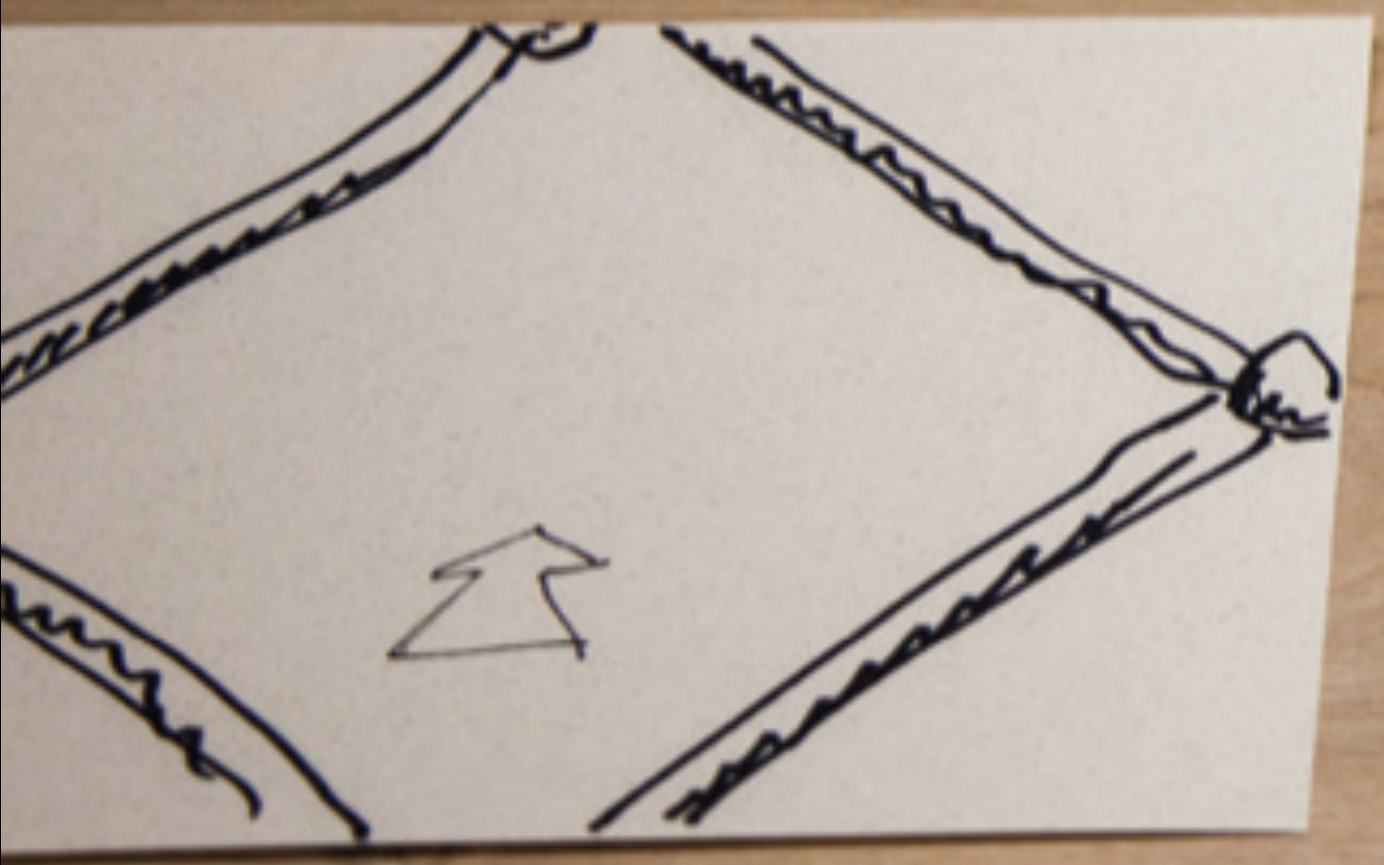
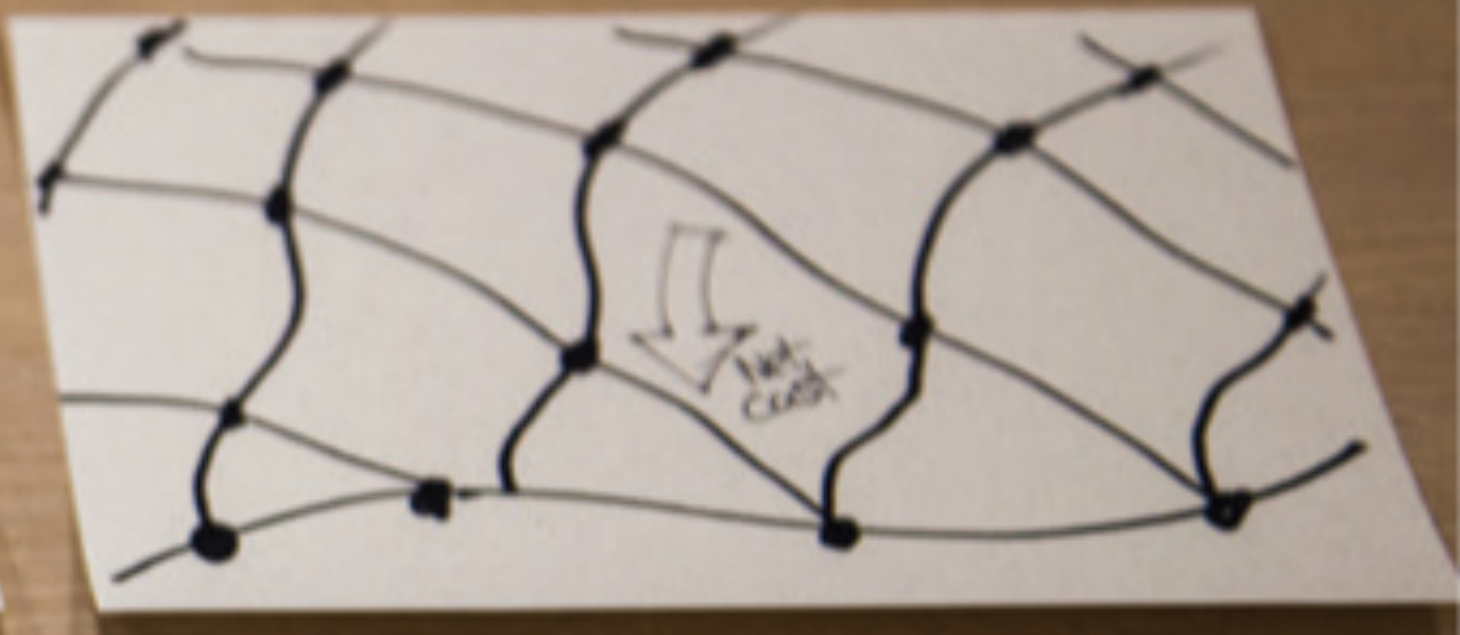
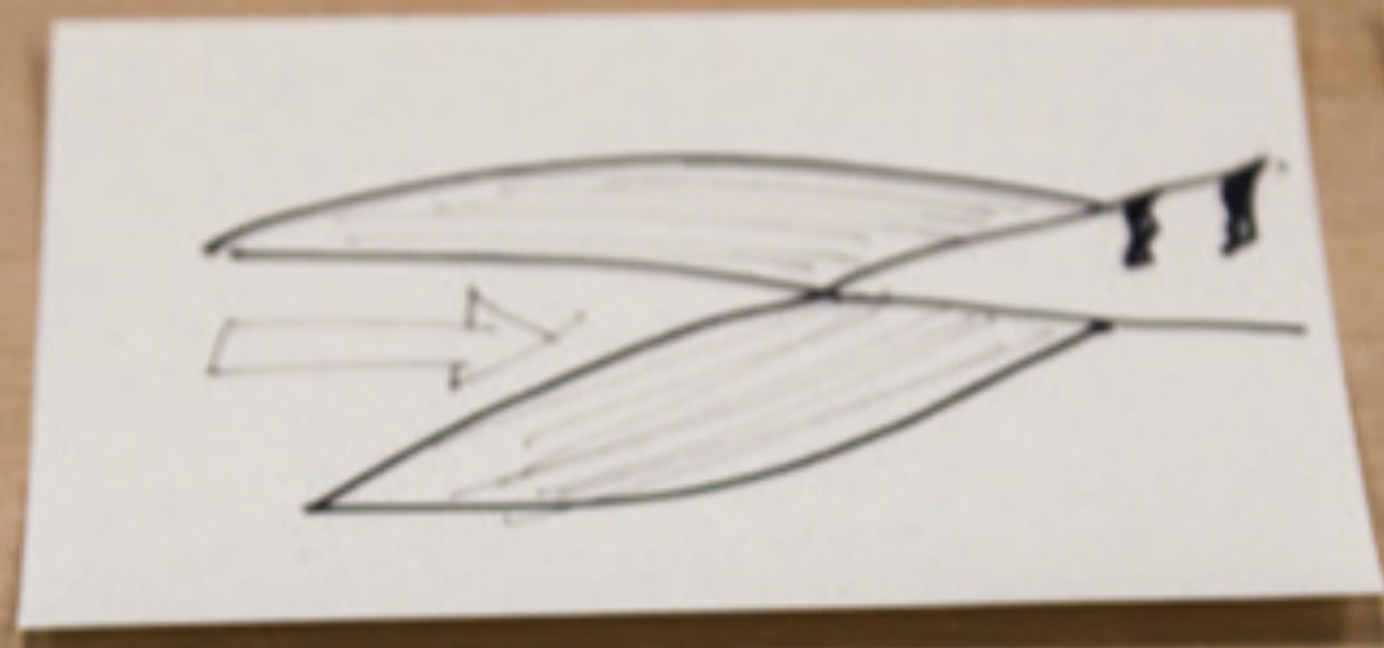
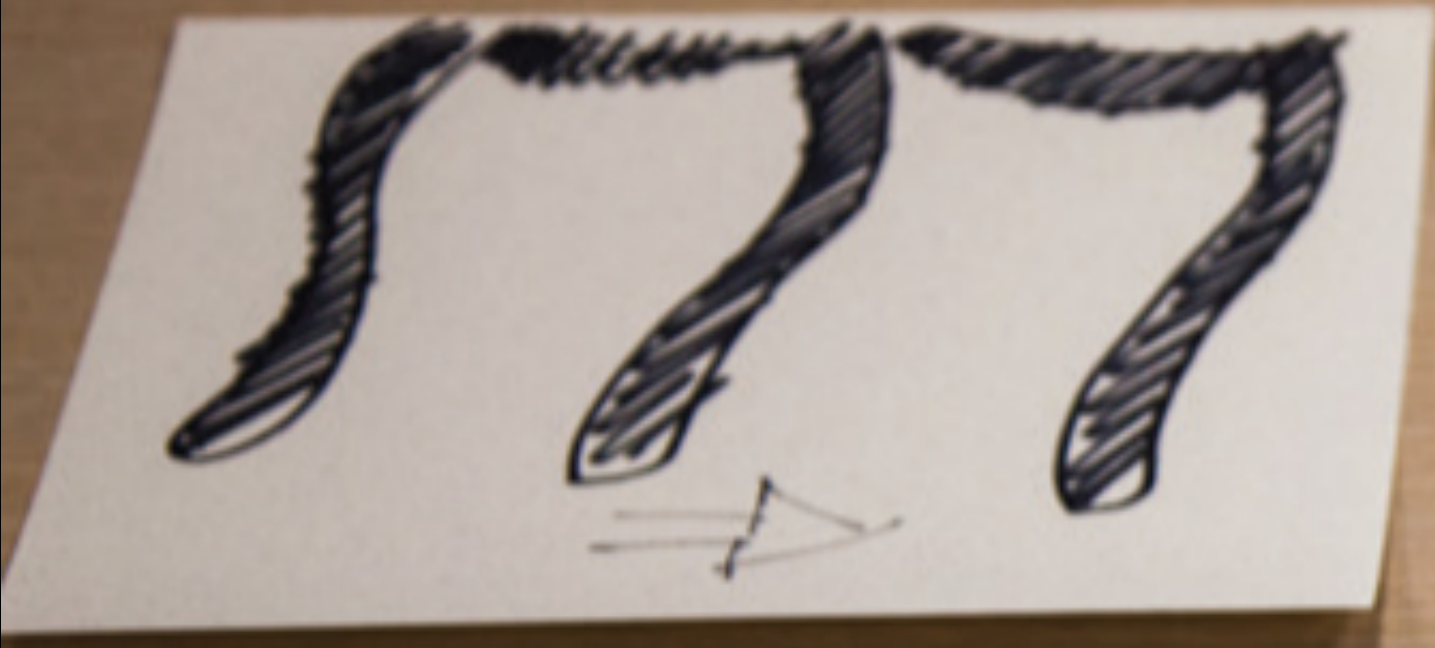
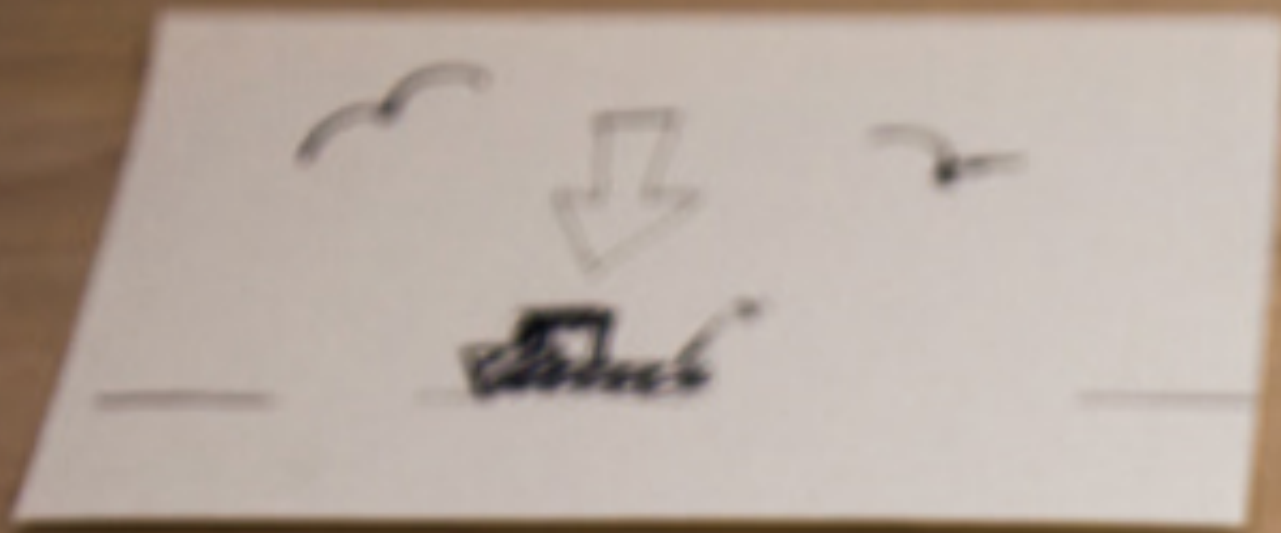
1.3 BILLION OF US

SECTION THAT REPRESENTS 300 MILLION
BEGINS TO ROLL AWAY.



800 MILLION
SOLD TO BURNER

800 MILLION SOLD TO BURNER . . .



CAST OFF

CAST OFF



ROCKSTARS

WOAH WOAH WOAH WOAH
STOP DUDE
← That's ←
CHAIR

→ that's your good
Chair?

Yeah

bird
Shit

No, that's toothpaste maaaaa

aaaaaaaaaaaaaaaaaaaa
← That's clearly

← That's clearly birdshit
naaaaaaaah

do you
even own
a
toothbrush
?

...

LOOK

↑
Come ON
↓

Key Phrases, → "Fuck you gooner", dancing on your bridge, you have ~~to~~ to throw me off your bridge yourself, look at the way I dance on it, I disrespect your bridge, sharpening your ~~bridge~~ blades, don't loop me into your shit, children will come here and tell tales of me

BRIDGE

BRIDGE

BRIDGE

*Kind shapes like a blade?

WLADE

Bold, right in the middle

FUCK

Agitate

*Shimmering Kinds...

Don't sleep

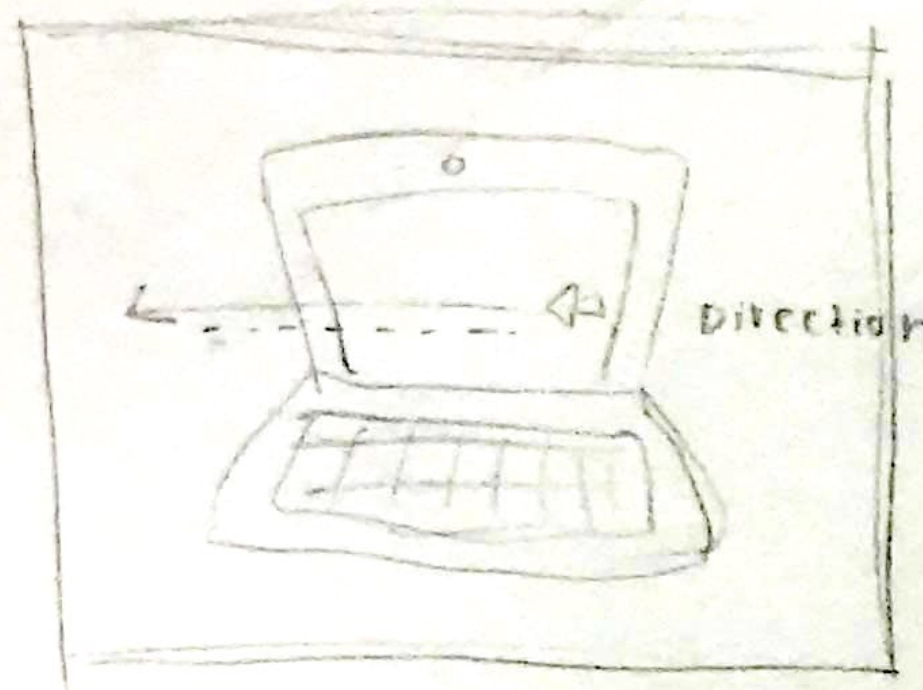
Tell tales of me

BRIDGE

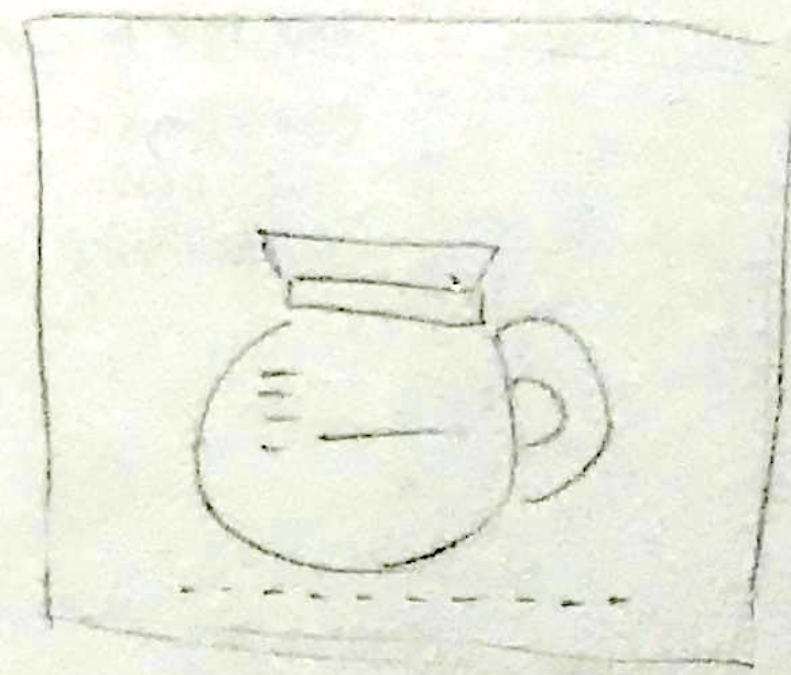
it would make clay like pen

*throw the word you off

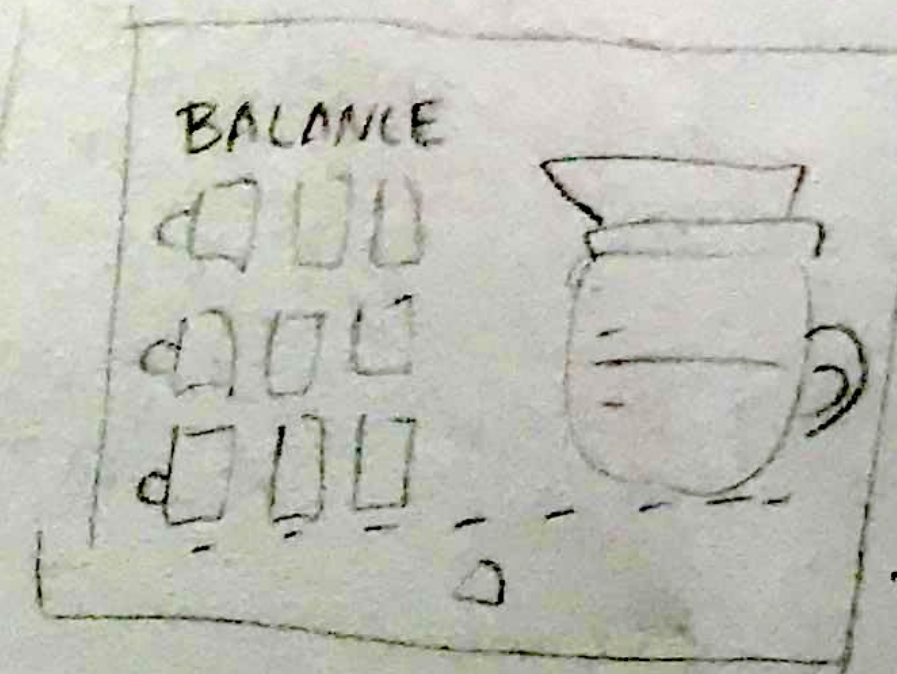
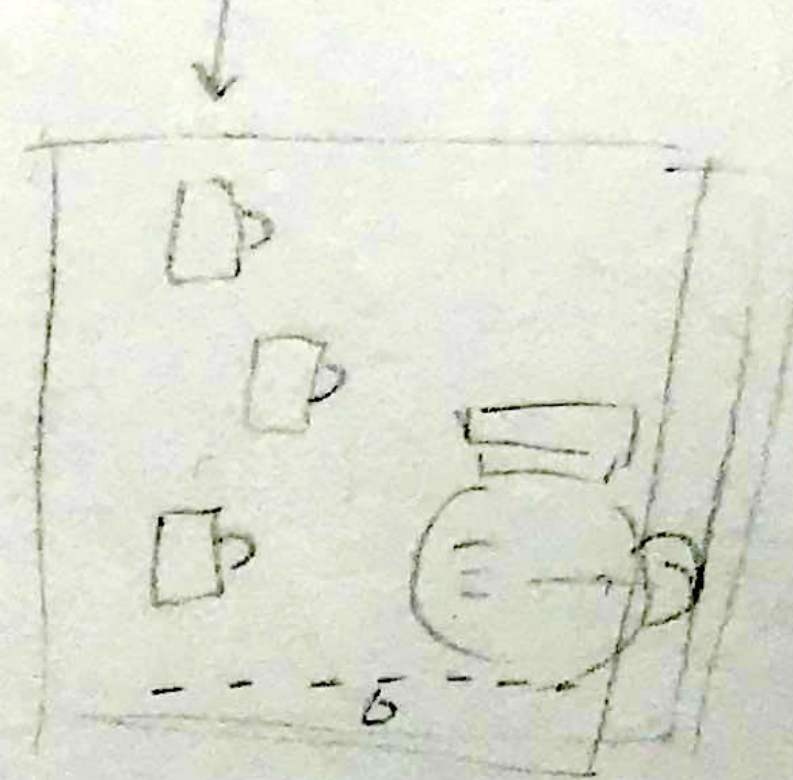
Key words - Energy, Comedy, Spooky, Vibes, Gooey, Agitate, bridge, Loop, Children, Blade, Fuck, Crude, Dancing, Disrespect, Graffiti,



word +
arrow
move



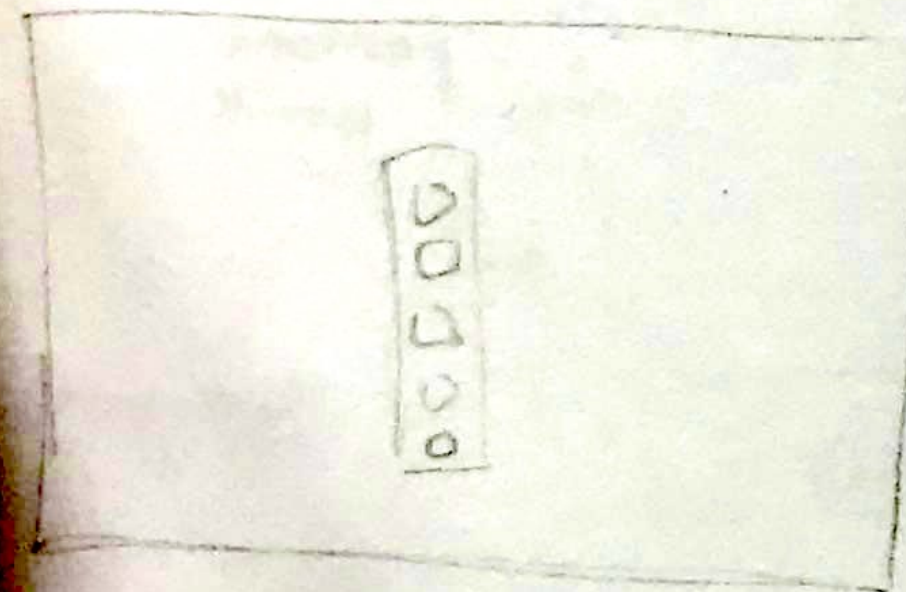
huge
coffee
pot



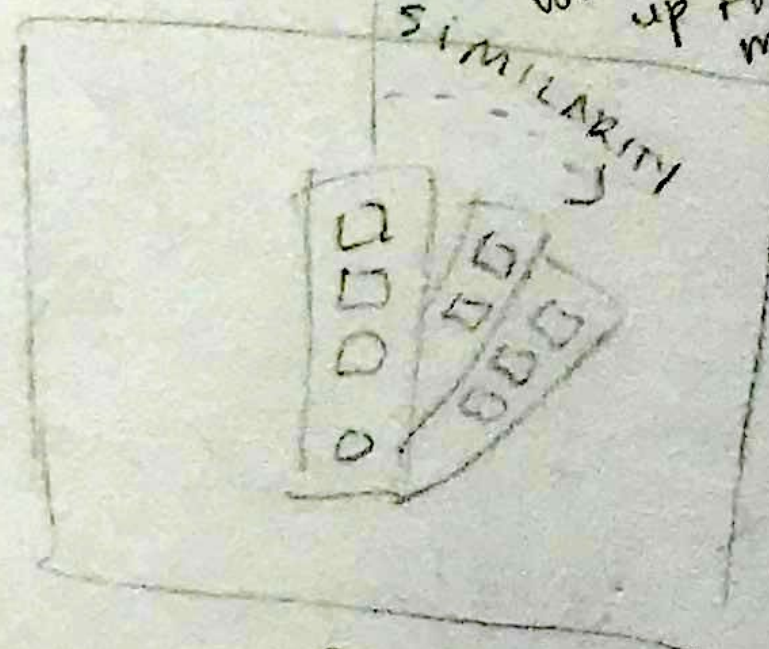
balance
switches

on
a literal
teeter
toter

flipping

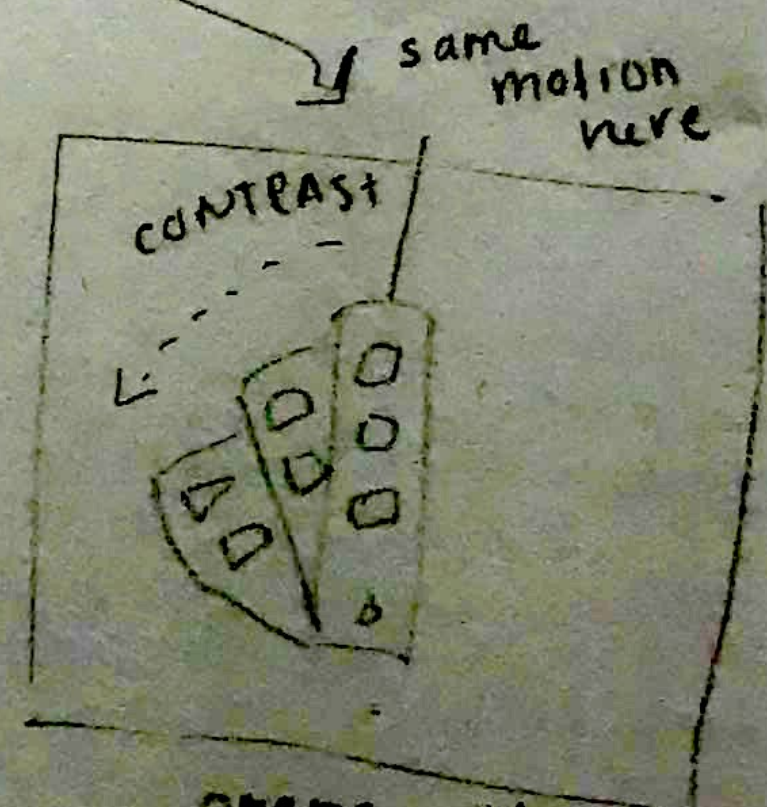
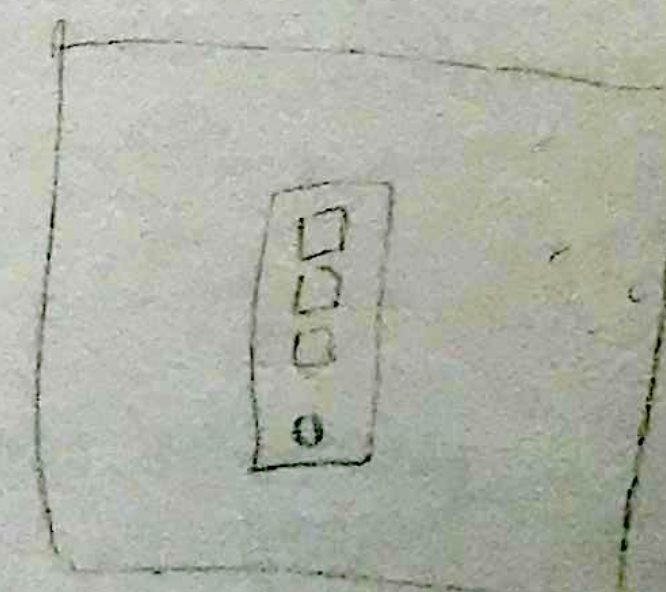


printer



folds open
to similar colors

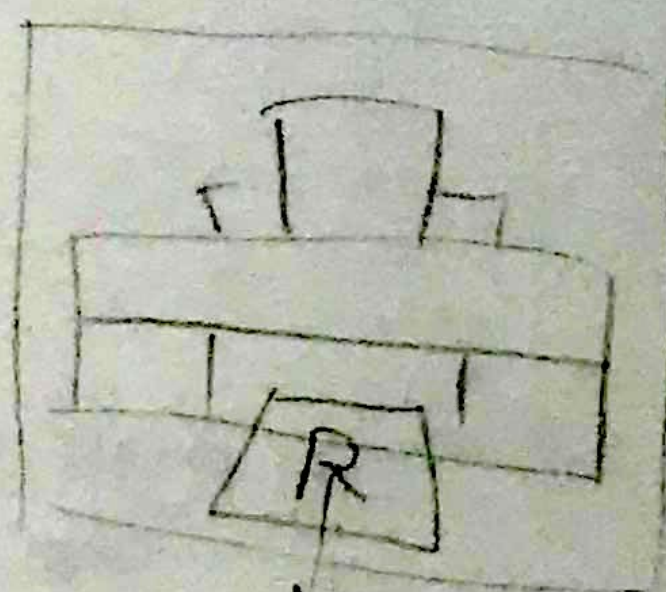
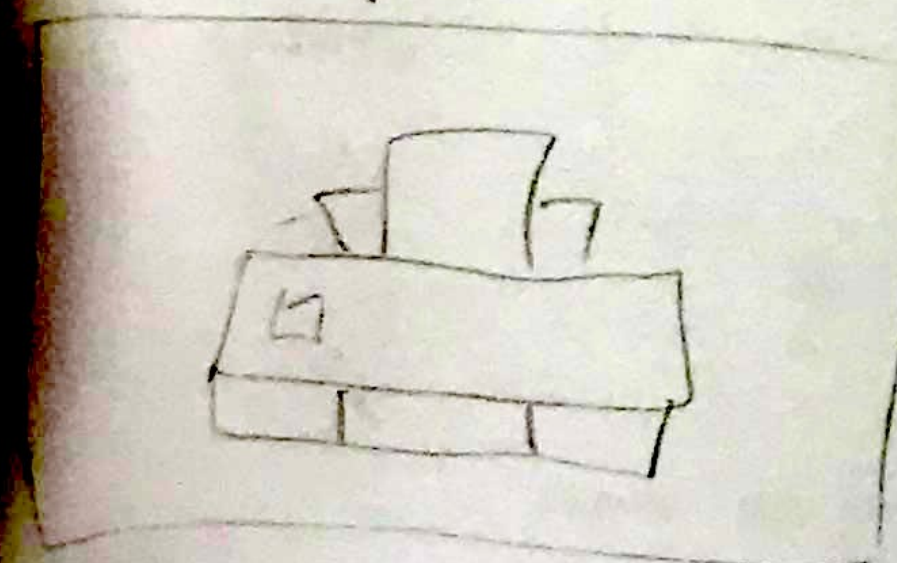
word opens
up from
middle - like
behind
a wall



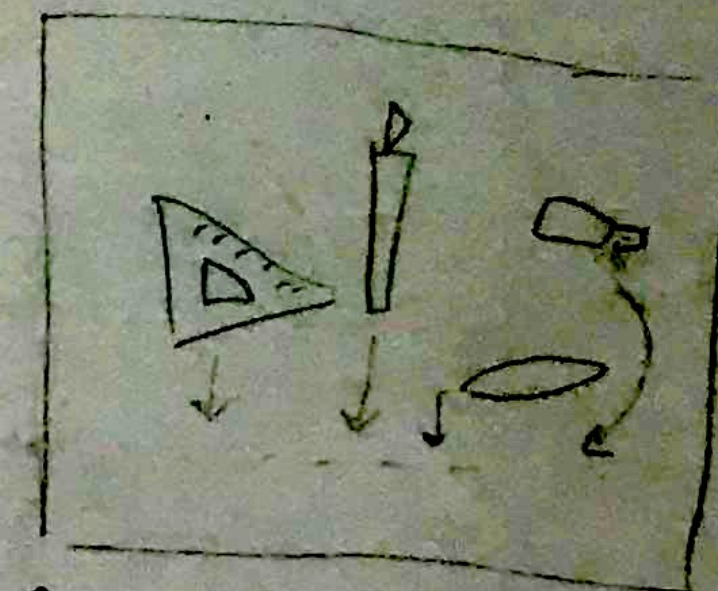
opens other
way for contrasting colors

same
motion
here

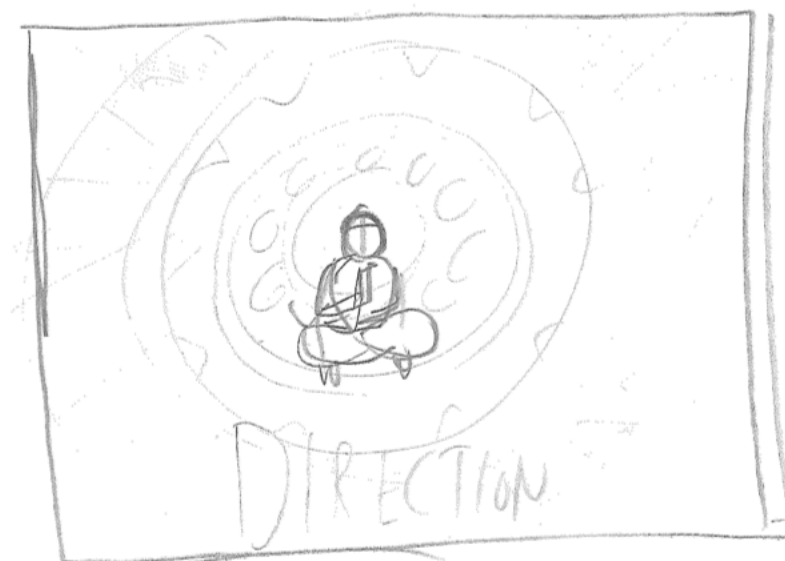
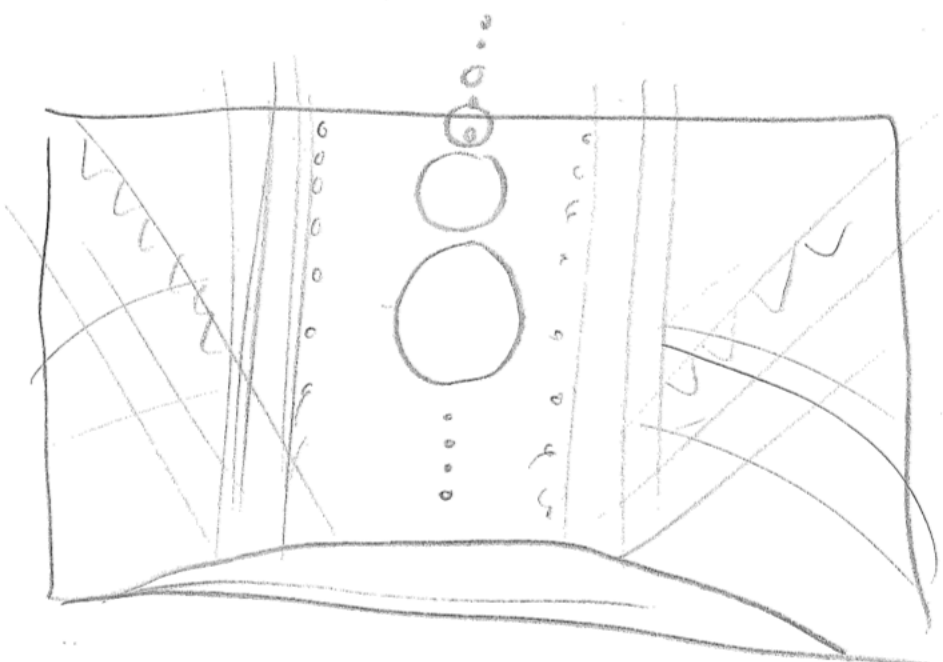
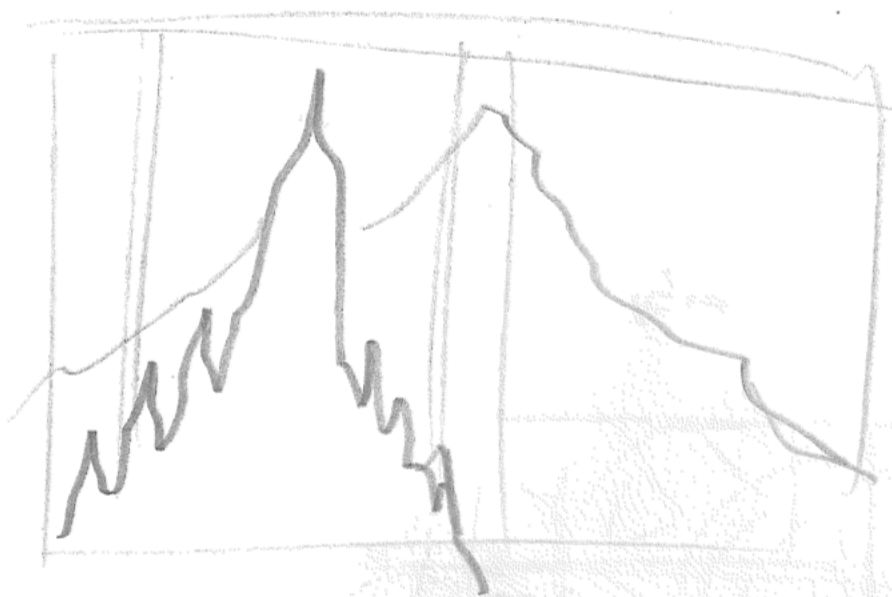
flip



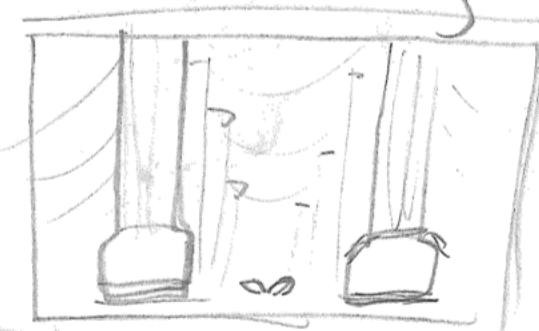
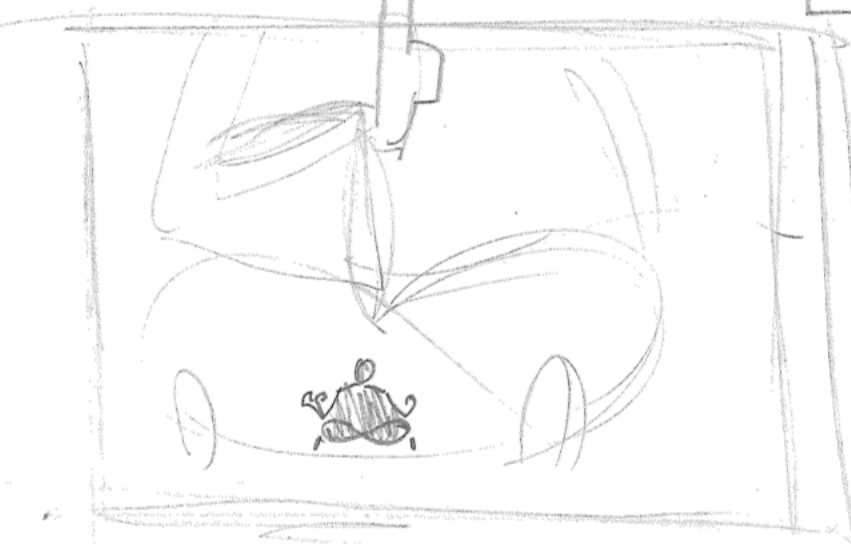
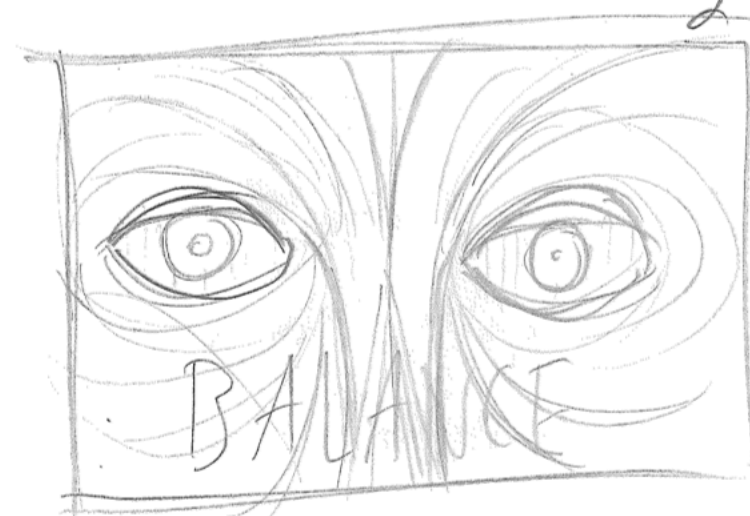
print out
letters for
"Repetition"



flip



direction

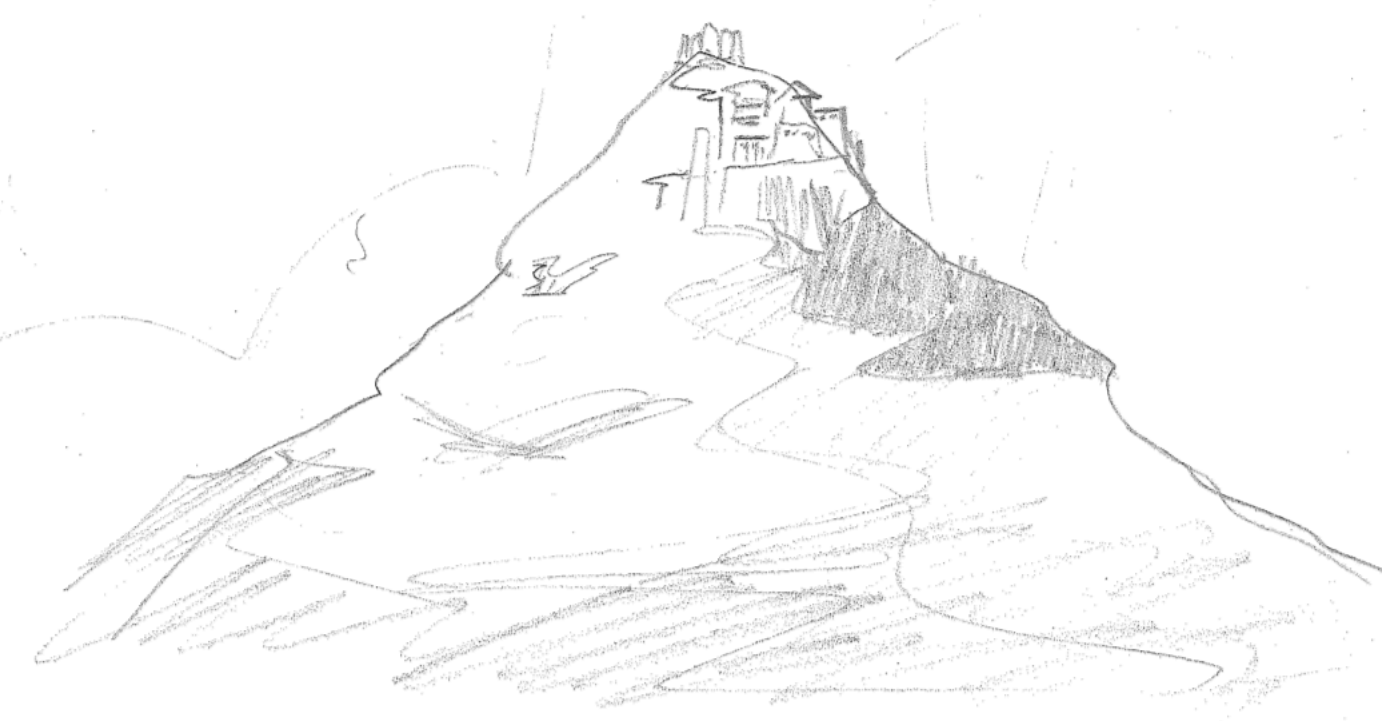
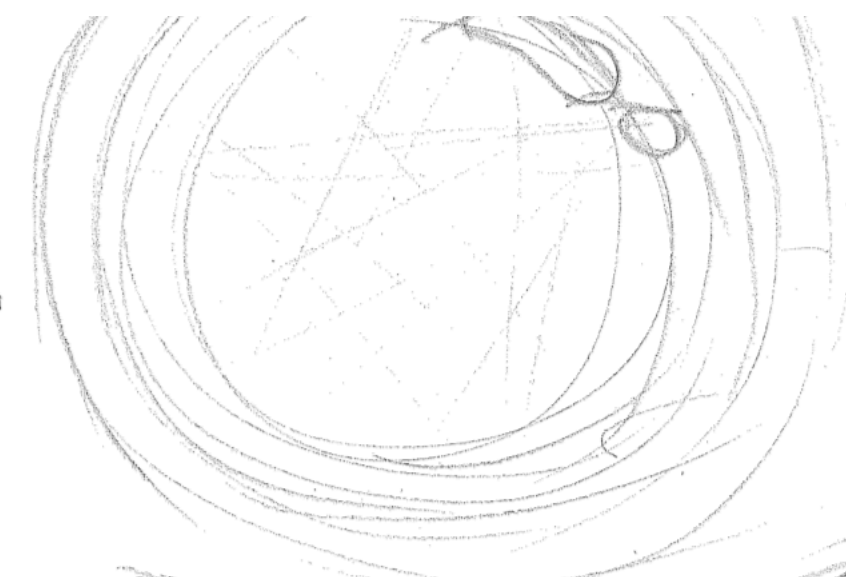


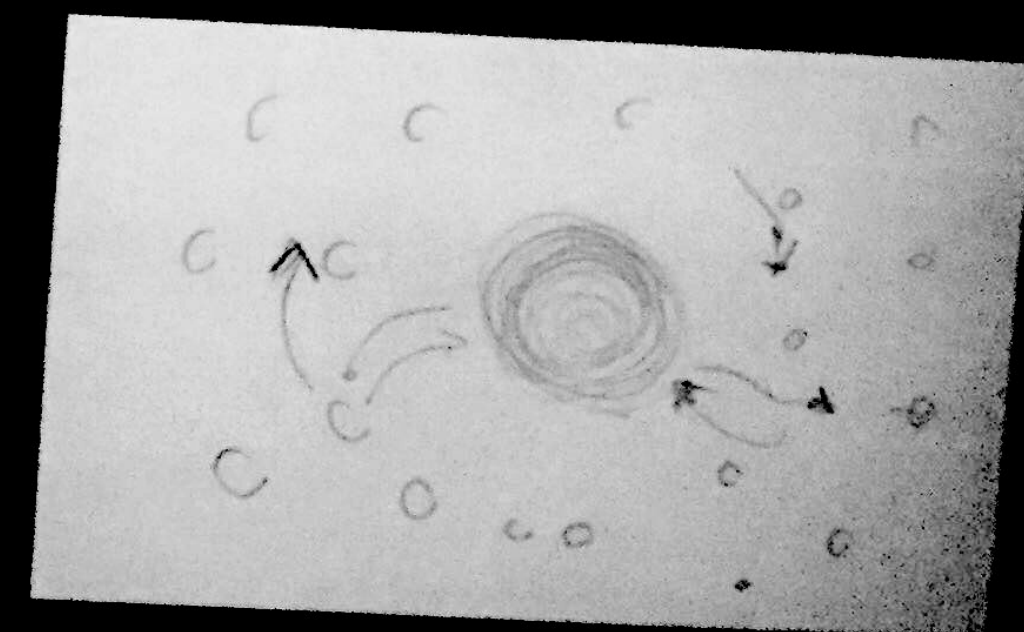
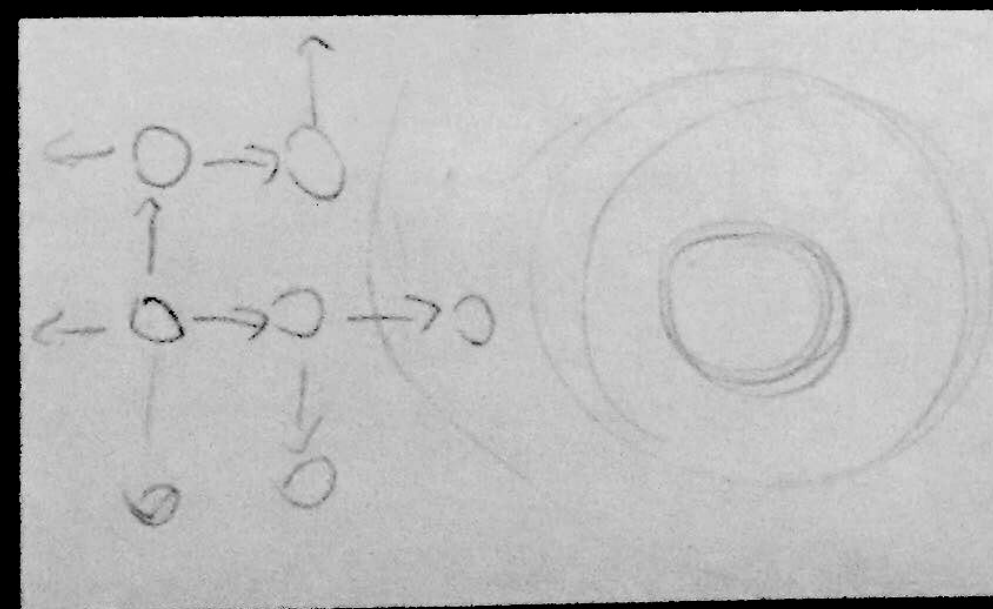
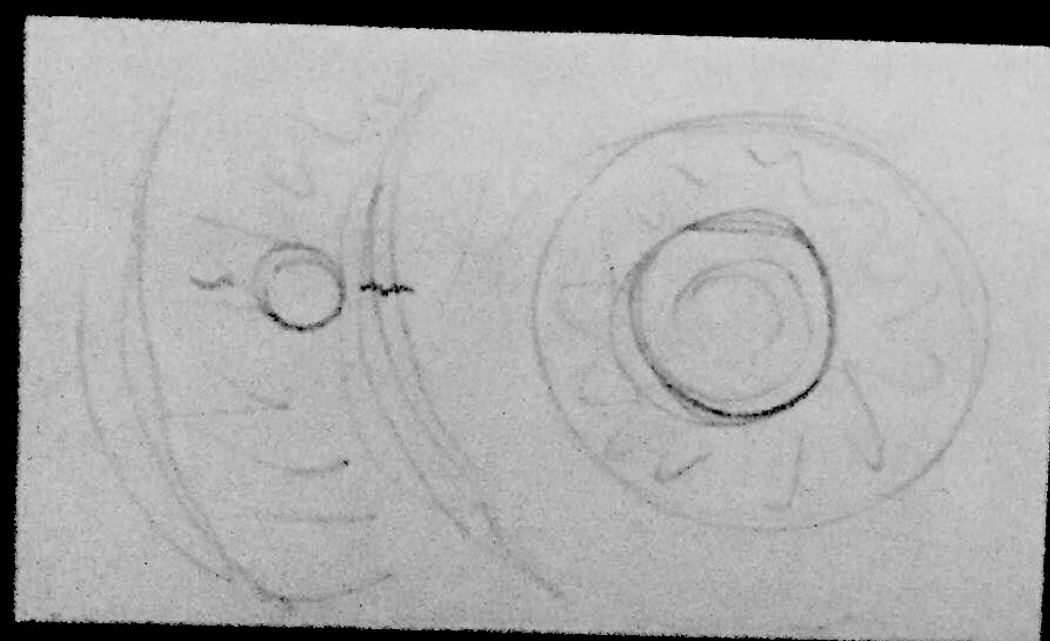
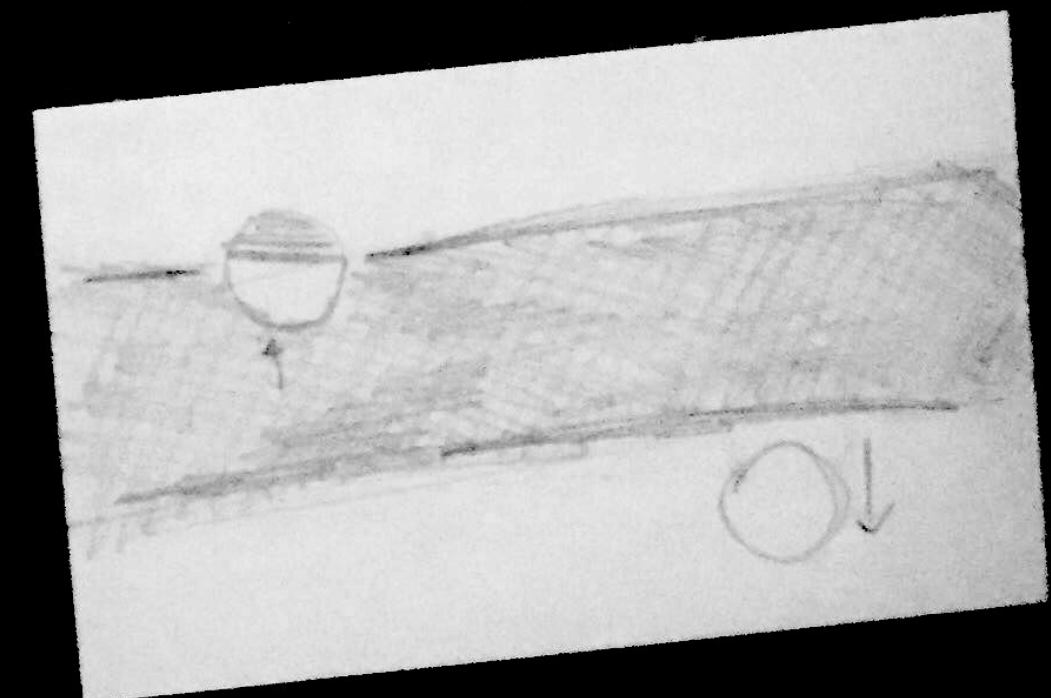
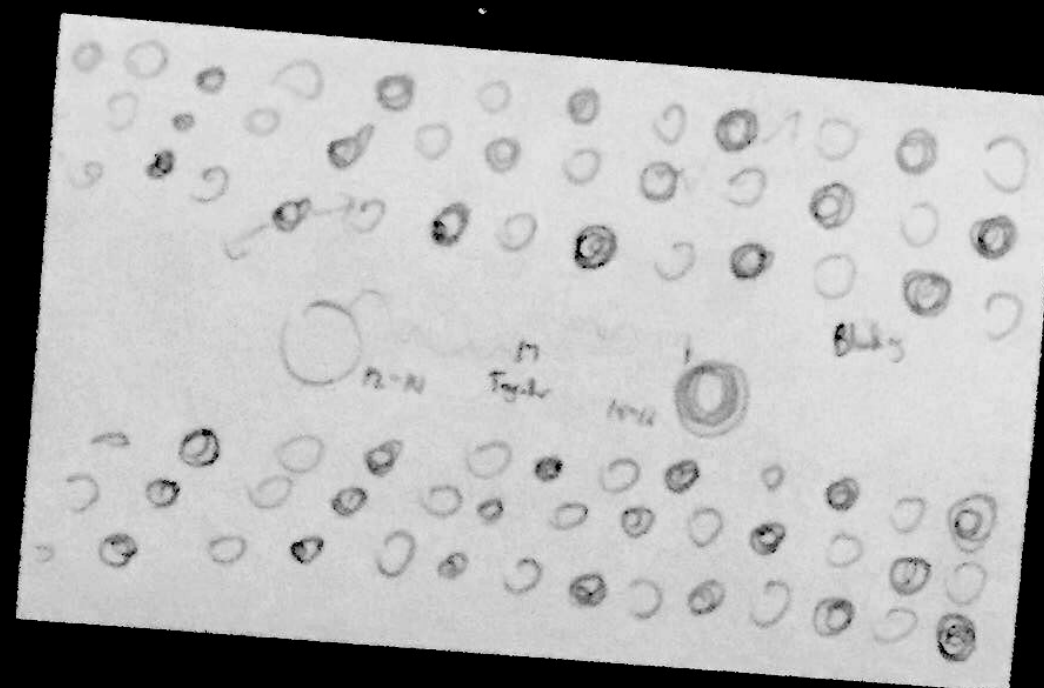
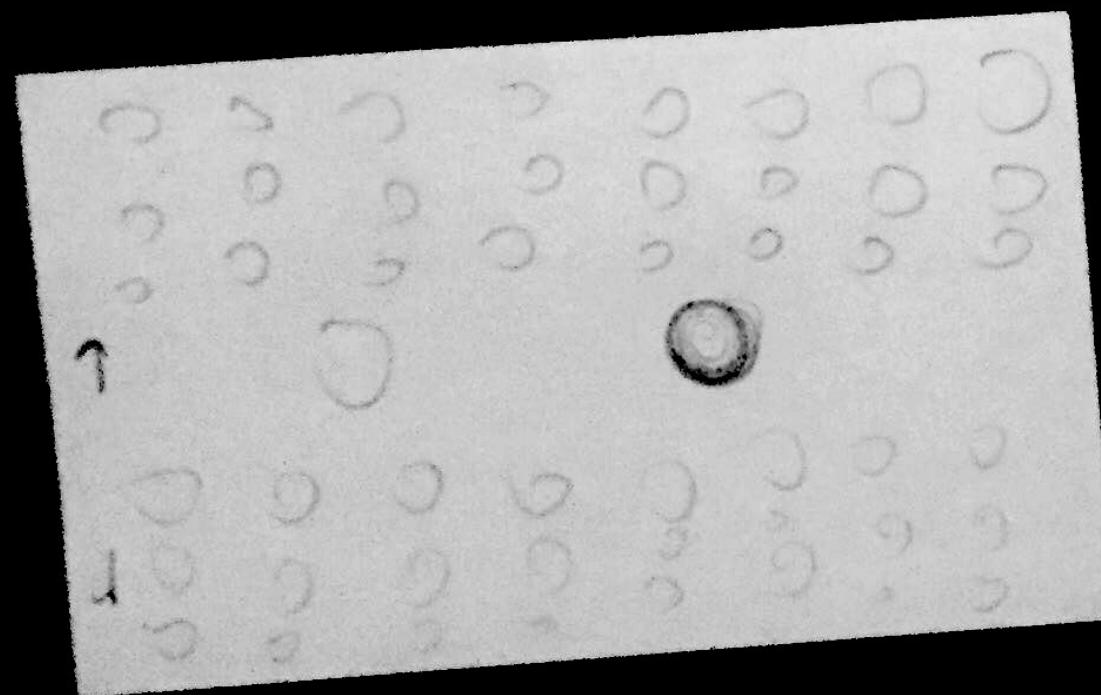
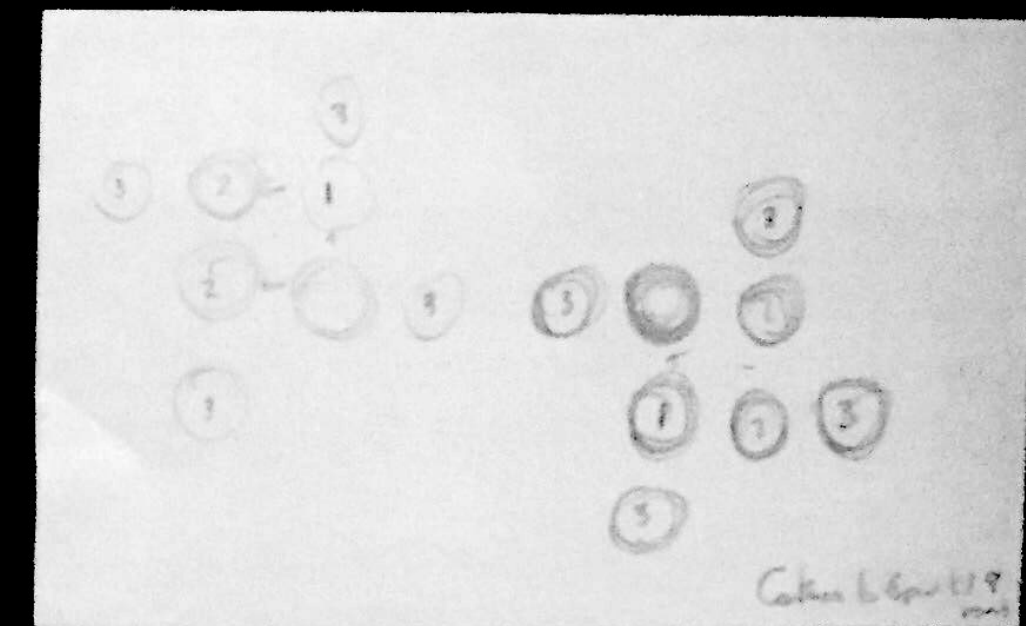
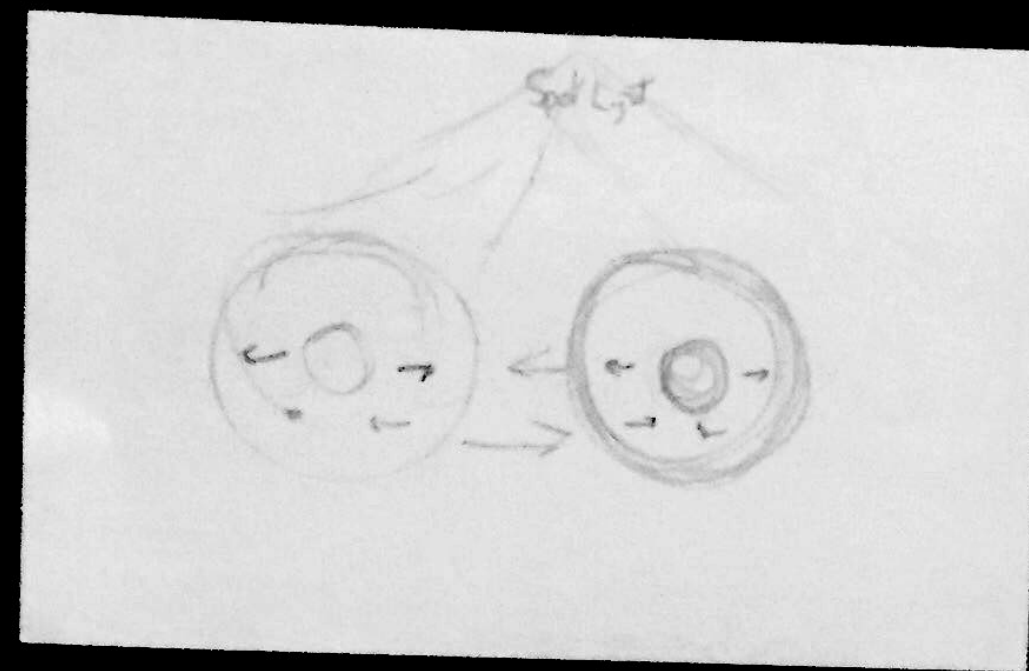
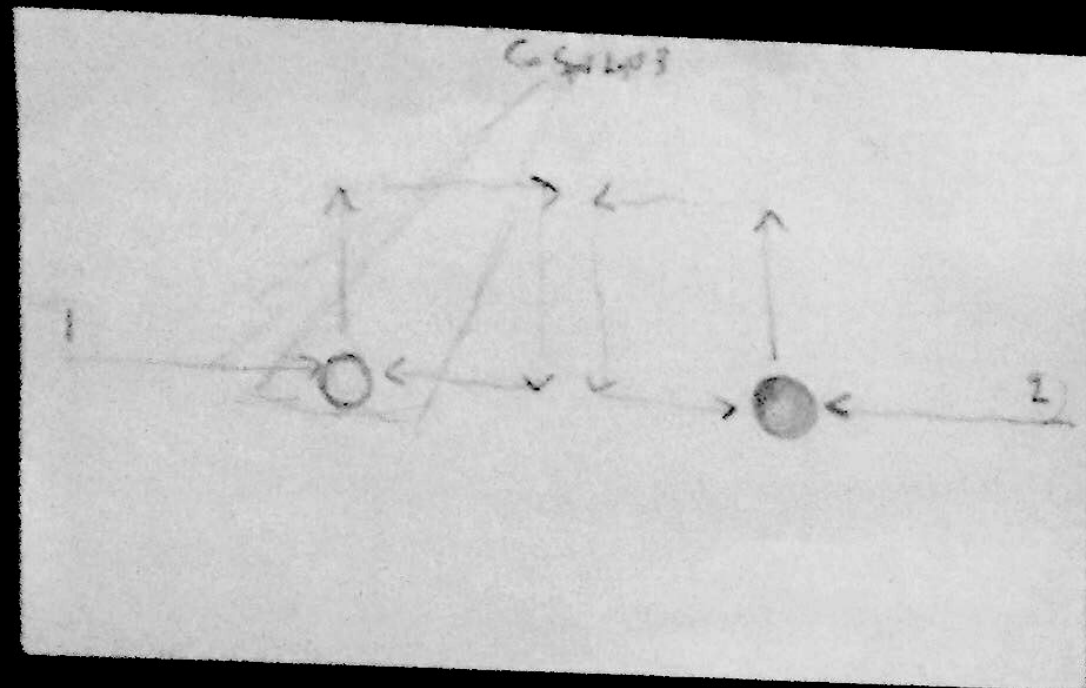
- run
- jump up double jump
- Jump forward wall climb
- Jump backwards crouch walk
- sprint jump wall attack
- crouch/ceiling grab
- attack

- regular
- up
- power attack
- side
- up

- Jump attack
- regular
- up
- down
- dig
- up
- down

- Contrast
- balance
- direction
- repetition
- Alignment
- discord
- similarity
- positive/proximity







"We are now prepared to" stays in place while "destr_y" comes in from bottom lining up with red circle.



red circle from previous frame slides in at arch into place of "i" title.



zooms in on title from previous frame and adds text one word at a time. "completely" kerns outward.



pans right from previous frame while rotating 90 degrees to this static words.



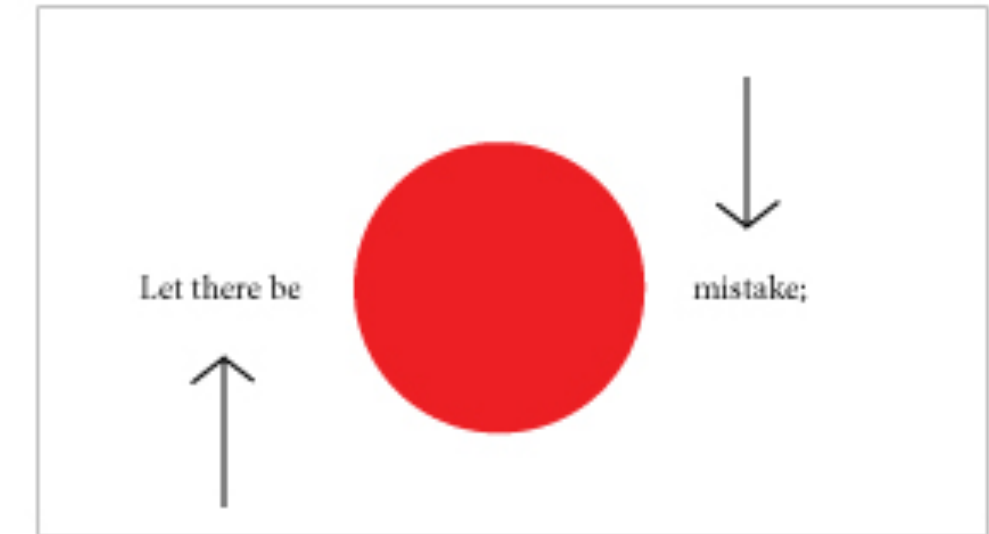
"the Japanese people" stays static and still while each word in "in any city" brings in each word one at a time from 0 to 100% opacity panning from right to left into the final position above.



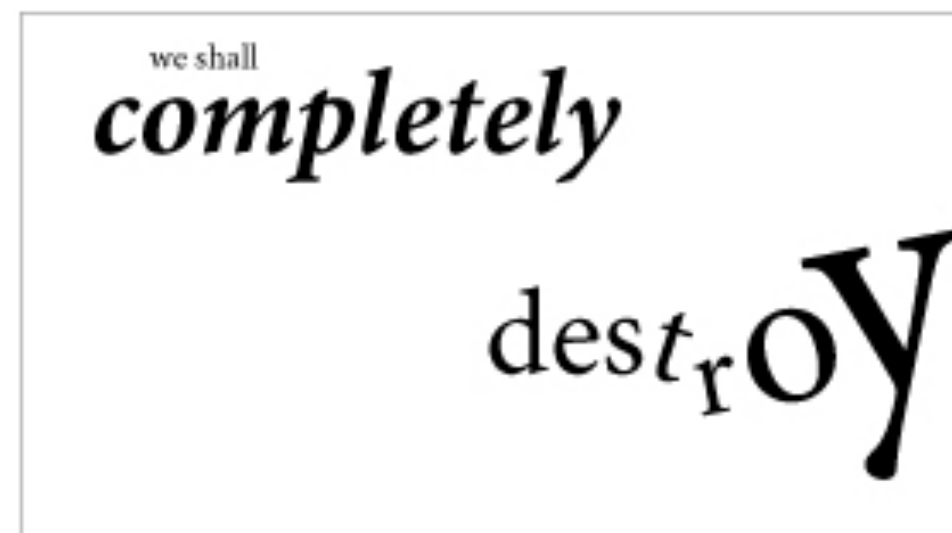
pans down from previous frame and "we shall destroy their" appears from 0-100% opacity while the words "docks, factories, communications" pan over to the right.



continuation of frame from last slide.



"let there be" slides up from bottom while "mistake;" comes to middle from top



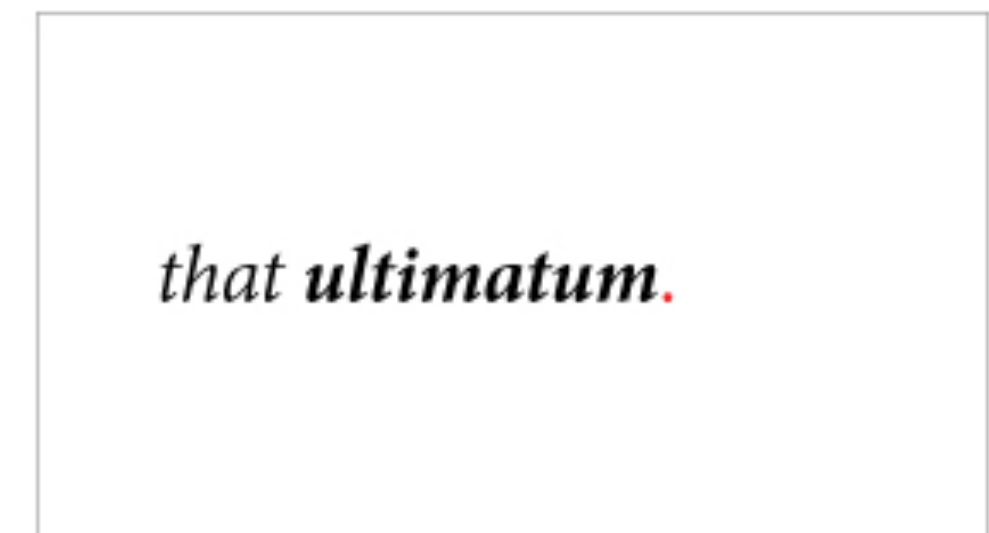
"we shall" and "completely" are static in the corner while "destroy" falls apart letter by letter and rotates/zooms in on "y" to add depth to the word and transition onto the next frame.



previous frame pans right to this frame. Red dot as the period blows up like the atomic bomb leaving only a fraction of the period.



"their leaders rejected" slowly comes into focus from 0 opacity and gaussian blur while fragmented red circle has shards moving apart which contain the word "rejected."



"that ultimatum" shown below previous frame with red circle that drops from its position above to the bottom.

Over the last 142 years, there have been many defining moments



where our predecessors have sacrificed and chased a vision to shape us into the church we are today



These moments must not be overlooked as we seek what God has for the future of our church.



Our leaders have been working towards a clear vision for the year 2020.



Over the next 5 years,



we'll focus on three specific ways to reach as many people as possible for the glory of God.



First and foremost, we will make the Gospel available to more people.



A bold outreach into our community starts with a strong home base, so finishing the Hill Street project is a top priority.



It solves facilities issues, creates new space for growth, and makes our building more accessible to our guests.



With a strong foundation, we can begin the really exciting part - launching new campuses



A multi-site church is where one church has multiple campuses all over a city, reaching into neighborhoods and communities in the surrounding area in ways having only one large campus can't.



As we reach further into our local community, we'll also continue to plant churches to spread the Gospel all over the country and the world.

