

project2.principles of design in motion

objectives

- **principles of motion:** Understand foundational motion design principles and how they enhance communication, and continue to develop practical skills using After Effects.
- **choreography for meaning:** Explore orchestrating animated elements to convey specific messages.
- **motion perception:** Study how motion, whether aligned or contrasting, influence overall perception.
- **motion life cycle:** Explore the initiation (birth), ongoing presence (life), and conclusion (death) of each design principle in motion.
- **sound-drive motion:** Establish explicit connections between sound and visual movement, using sound as inspiration for the animation.

description

Create a motion graphic that embodies 8 out of 10 specified design principles:

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

requirements

- Resolution: Vimeo 1080 HD preset
- Video compression: H.264 (for quality and compatibility)
- Aspect Ratio: Square Pixels (display friendly)
- Frame Rate: 29.97 (ensures a smooth animation)
- Duration: 30s–60s

evaluation

100 points

Your work will be assessed based on your ability to effectively combine motion and typography, in harmony with the chosen audio, to convey emotions or messages through the following criteria:

File Management/Setup (5%): Adherence to technical specifications and file organization.

Animation Techniques (20%): Animation techniques, transitions, and pacing.

Formal Design Qualities (20%): Formal design qualities.

Concept (20%): Execution of a well-planned and unique concept.

Audio (5%): Integration of audio for mood and narrative enhancement.

Motion Graphic Principles (10%): Successfully communicates 8 principles of motion graphics.

Project Development (10%): Demonstrating project progression, growth, and dedication.

Participation/Rationale (5%): Active participation with clear rationales for design choices.

Final Submission (5%): Submitting all required process work in the final submission.

instructor

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