

Danish School of Media and Journalism
Visual Communication – course: Interactive Design
Course Description
Autumn 2016

3. semester

Course: Motion Graphic Design I

ECTS: 10

Aim

Students will know, understand, and apply those methods and technologies associated with the development of motion graphic design, including light, sound, moving pictures and animation. The student will also develop skills in solving communication problems with the use of software and technologies related to the field. The students will understand and incorporate concepts of movement and sound into design and communications solutions. Finally, students will gain insight in theories about narratives in motion pictures and be able to encapsulate and produce motion graphic design solutions with a focus on storytelling.

Module's central subject elements are:

- Anthropologically inspired research methods
- Structuring visual story and narratives
- Motion graphics design process
- Software and Camera technology
- Methods for visualising ideas
- Understanding of sound and music in combination with motion design

Students will:

- Attain a theoretical and practical approach to motion graphic design
- Work with relevant technologies targeted towards motion graphic design
- Work with design and communication in motion pictures and with sound
- Produce independent motion graphic design sequences
- Argue for design choice

Course goals:

After the course, students will have insight into, and knowledge of:

- Methods of visualisation of motion graphic design ideas
- Current technology and software in motion graphic design
- Dramaturgy in connection with motion graphic design
- Visual story structure and workflow for motion graphic design
- The significance of sound and music for communication in motion graphic design

and be able to:

- Translate research into relevant motion graphic design products
- Assess possible technical and generic choices and prepare solutions to a communication problem based on motion graphic design
- Apply relevant software and technology in developing motion graphic design

- Argue and discuss motion design choices in order to select the most appropriate narrative style
- Produce motion graphic design solutions with a focus on storytelling
- Visualise ideas in static and in living formats

Tools

Narrative theory on the moving picture, design techniques and methods on the linear narrative form, presentation and argumentation. Concept development, research techniques, methods, and prototyping.

Attributes

Desire to learn, willingness to experiment, and openness.

Methods

The course is a combination of lectures, seminars, group work, self-study, tutorials, and exercise and assignment solving. Assignments and exercises are solved individually or in groups. In the course, weight is placed on analysis, reflection and feedback on own and others' products and processes.

The theoretical base will be achieved through lectures by internal and external experts on practice and theory and associated theoretical exercises.

Teaching will consist of assignments and exercises aimed at creating a connection between theory and practice and exercises in attaining a command of process and method.

Teaching resources

Books:

- Block, B. (2013). The Visual Story, 2nd edition.
- Meinertsen, P. (2006) Lydens Rolle: Notater om lyd og musik til film.
- Murch, W. (2001). In the blink of an eye: A perspective in Film Editing, 2nd Edition.
- Begleiter, M. (2010). From Word to Image: Storyboarding and Filmmaking Process, 2nd edition.

Online-tutorials:

- Lynda.com
- greyscalegorilla.com

Attendance at meetings and classes

Attendance is compulsory for all scheduled classes. Participation is compulsory in exercises, group work, group feedback, and compilations.

Examination

The course is assessed as pass/fail by an internal examiner. The course completes with a combined assignment. A pass requires that the course assignments be duly submitted and approved, the final assignment receives a pass, and that students have participated actively and have met the requirements on participation in meetings and classes. See the section on attendance in meetings and classes.

Study Activity Model

