

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

3. semester

Course: Motion Graphic Design II

ECTS: 5

Aim

Students will design and creatively develop motion graphic design as an informative, identity and mood creating element, in a linear process. They will be able to make reasoned design choices with the outset in completed research. Students will gain knowledge of the motion designer's role, and collaboration with other contributors, such as producers, editors, photographers, and programmers, in finding a combined communication solution.

Module's central subject elements are:

- Visual identity in connection with moving pictures
- Infographics with moving pictures
- Concept development
- Production flow
- Students will:
- Take conscious decisions about sound
- Develop visual identity into moving pictures on the basis of research
- Produce visual concepts for program formats

Course goals:

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

- Sound and motion as elements for creating identity, information, and mood
- Concept development
- Design process and workflow for motion graphic design
- Contributory narrative role of the elements of motion graphic design in various program formats

and be able to:

- Translate collected research on program formats into a visual concept
- Assess possible technical and generic choices and prepare a solution proposal for a motion graphic design based communication
- Argue for, and discuss, motion design choices with a view to selecting the most appropriate narrative style
- Produce motion graphic elements

Tools

Concept development, research techniques and methods, and animated information graphics.

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.

There will also be visits to bureaus and production companies, and business cases.

Teaching resources

Books:

- Jon Krasner, Motion Graphic Design

Online-tutorials:

- Lynda.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

