

**Danish School of Media and Journalism**  
**VK - Interactive Design**  
**Course description**  
**Spring 2022**

**4. semester**

**Course:** Motion Graphics Design

**ECTS:** 5

**Aims:**

The course brings insights about methods and technologies related to developing motion graphics design, including sound, motion picture, animation and graphic design. The student will develop their own practice by solving design- and communication problems with use of tools and technology used in the industry. Finally, the student will gain insight in the business that produce and use motion graphics design.

Module's central subject elements are:

- Motion graphic design
- Visuel identitet
- Storytelling

Students will:

- Gain a theoretical approach to motion graphics design
- Practical experience with using motion graphics design as a narrative and identity making element
- Design for an actual media format defined by an external production company
- Gain experience in the proces of making motion design products with external clients

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**Pedagogical and didactic approaches:**

The course is a combination of lectures, team teaching, group work, self study, solving exercises and assignments. Tasks and exercises are solved individually or in groups. In the process, emphasis is placed on analysis and reflection and feedback on own and others' products and process.

**Working methods:**

Graphics design, software, technology understanding, understanding of genre, visualization techniques, prototyping, oral argumentation, presentation technique.

**Learning outcomes:**

The students will obtain the following during the course:

Knowledge and understanding:

- Media and business where motion graphic design is situated
- Design proces related to development om motion graphics design products

Skills:

- Plan and produce a visual concept based on a given case/problem
- Work with sketching and design variations

- Pitch idea and product for an external professional client

Competences:

- Produce and present motion graphics design solutions to a client based
- argue for style and aesthetic choices taken through the design process.

**Literature** (hand out):

excerpts from:

- Krasner, J. (2013) "Motion Graphic Design"
- Larsen, P. H. (2005) "De levende billeders dramaturgi"
- Meinertsen, P. (2006) "Lydens Rolle" (2006)
- Braha, Y., Byrne, B. (2013) "Creative Motion Graphic Titling for film, video and the web"

**Literature** (available online):

- LinkedIn Learning
- greyscalegorilla.com
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**Attendance:**

Attendance is required for all scheduled teaching hours. Active participation is mandatory in exercises, assignments, group work, and peer feedback sessions.

**Exam/Grading:**

The course is assessed pass/fail using internal censorship. In order to pass, all course assignments must be submitted and approved in a timely manner, the final assignment passed, and the student must have been active and met the requirements for meeting and compulsory attendance.

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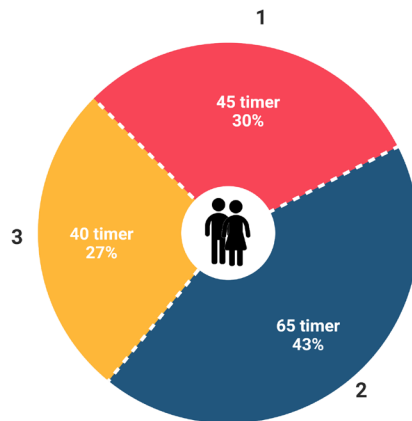
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**Study Activity Model:**

## Studieaktivitetsmodellen

## Motion Graphics

150 timer i alt  
5 ECTS points

**Kategori 1**

Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medansvar gennem forberedelse og deltagelse. Både studerende og underviser deltager.

Undervisning  
Præsentation af  
øvelser/opgaver  
Vejledning  
Eksamen

**Kategori 2**

Undervisere har hovedansvaret for rammesætning af læringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettelagte studieaktiviteter. Kun studerende deltager.

Arbejde med opgave enkeltvis og i grupper

**Kategori 3**

Studerende har hovedansvaret for studieaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende deltager.

Læsning af teori og anden vidensopsamling

**Kategori 4**

Studerende har hovedansvaret for læringsaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og underviser deltager.

Godkendt / NN Januar 2022

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