DESN 2011 MOTION DESIGN

Credit Points 10

Legacy Code 102273

Coordinator Greg Hughes (https://directory.westernsydney.edu.au/search/name/Greg Hughes/)

Description This unit introduces students to the fundamentals of motion design practice. Students will discover how elements of static graphic design can be incorporated with sequence, time, space and sound to enhance the exchange of information and meaning in a variety of project contexts and kinetic media outcomes. Additionally, students will discover the purpose and function of motion design and be able to identify professional pathways associated with these skills and knowledge. Students will be exposed to a range of motion design preproduction and production methods, from fundamentals and guidelines to experimental and expressive approaches. Students will learn the importance of planning, mapping and evaluating linear narrative, in combination with the introduction of key software supported by online video courses, for successful motion design outcomes.

School Humanities & Comm Arts

Student Contribution Band HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) DESN 1021 OR
COMM 2042 OR
COMM 2051 OR
COMM 2051 AND
COMP 2020

Assumed Knowledge

Students are expected to have computer literacy including working in a networked environment on a Macintosh computer; management, transportation and storage of digital information and digital production processes such as scanning, pdf production and file storage.Literacy with image manipulation software - Photoshop and Illustrator is required.

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Employ a motion design vocabulary for professional design production and group critique.
2. Analyse the purpose and function of motion design in historical, cultural, social, technological and industry contexts.
3. Synthesise motion design preproduction solutions utilising print and screen-based media to specific design briefs.
4. Produce motion design artefacts utilising time-based media and software to specific design briefs
5. Creatively apply kinetic typography as a means to enhance the relay of information and meaning for improved communication.
6. Apply graphic design knowledge in a time-based medium as a means to enhance the relay of information and meaning for improved communication.
7. Produce and present project work to a professional standard.

Subject Content

- Print-based graphic design fundamentals are reviewed and extended to screen-based and kinetic media considerations.
- The fundamentals of kinetic screen-based motion design, including: image, colour and typography: preproduction and production techniques: sequence, transitions, time and space; framing and editing; and sound.
- The purpose and function of Motion design in historical, cultural, linguistic, semiotic and technological contexts.
- Motion design industry pathways and key influential practitioner case studies.
- terms, principles and conventions of Motion design practice.
- preproduction and production processes and practical Activities for specific Motion design contexts.
- reflection, Discussion and deconstruction of Motion design processes and artefacts, from both industry and student work development, via peer andclass presentation critique feedback activities.
- software skills development via in-class and online video course materials, Activities and engagement.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Assessment 1: Portfolio of 3 exercises	1. Static graphic design piece; 2. Production planning material (500 words or equivalent); 3. 20-30 second motion design video.	40	N	Individual
Assessment 2: Project proposal and motion graphics sequence	1. Production planning material (500-750 words or equivalent); 2. Documentatio of design development (500 words or equivalent); 3. 60-120 second motion graphics piece.	60	N	Individual

Teaching Periods

Autumn

Parramatta - Victoria Rd

Day

Subject Contact Greg Hughes (https://directory.westernsydney.edu.au/search/name/Greg Hughes/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN2011_22-AUT_PS_D#subjects)