



Unit Title	Industry Context
FHEQ Level	UG1 – FHEQ Level 4
Unit Code	MGR18103
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	50
Supervised access to resources	0	Preparation for Assessment	20
		Unsupervised Access to Resources	35
Total			150

Unit Description

This unit provides you with an opportunity to gain knowledge about and understanding of what defines motion graphics. You will be introduced to its history and current leading practitioners, its international perspectives, its uniqueness and its commonalities within the creative industries, and consider how the discipline is evolving with changing technology.

You will also be given insights into the way the industry is structured and the opportunities both creative and commercial that it offers.

The learning and understanding gained from this unit will shape the development of your approach to future projects, and underpin your personal development as a designer.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

The origins and history of motion graphics
 The development of the film title sequence
 Motion graphics for television and other screen based media
 Motion graphics in the environment and for events
 Motion graphics in historical context
 Motion graphics in international context

Contemporary motion graphics, leading practitioners
Examination and case studies of the motion graphic design industry
Research and presentation

Unit Aims

To give students an understanding of the history and context of motion graphics

To give students an awareness of contemporary motion graphic design trends and key designers

To give students an awareness and understanding of the roles and structures within the motion graphics industry

To give students an understanding of the international context of motion graphics

To develop good practice in visual research and presentation

To develop students ability to relate research and knowledge to their own practice

Unit Learning Outcomes

Level Four

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

LO 8 Professional Identity

Evidence an emerging personal creative and professional identity

Related Principle: CULTIVATE

Learning and Teaching Methods

Briefings

Lectures

Workshops
 Seminars
 Individual presentations and critiques
 Self directed independent study
 Personal blogs

Assessment methods and tasks

The unit will be marked holistically.
 The unit will consist of a number of seminars and workshop projects, including a final presentation, all of which contribute to the final grade.
 Assessment will take into account the quality, breadth and originality of research and also the clarity of analysis and presentation.
 You will also be required to submit a project log containing research, development and personal reflection

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Final Project presentation and associated workshop outcomes	100%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

Has the student analysed, contextualised, summarised and presented a broad range of visual research? LO1, L05, L06

Has the student demonstrated an understanding and awareness of key practitioners, current trends and the historic and international context of motion graphics? LO1

Has the student demonstrated an understanding of the roles and unique characteristics of the motion graphic designer and potential career paths within the broader context of the creative industries? LO8, L06

Learning outcomes: LO1, LO5, LO6, LO8

Essential Reading list

1. Austin Shaw (2015): Design for Motion: Fundamentals and Techniques of Motion Design, Focal Press
2. Lambie-Nairn, Martin (1997). Brand Identity for Television: With Knobs On. Phaidon
3. Merritt, Douglas (1987). Television Graphics: From Pencil to Pixel: Amazon UK
4. N Betancourt, M (2013). The History of Motion Graphics. Maryland: Wildside Press.
5. Rawsthorn, A (2013). Hello World: Where Design Meets Life . London: Hamish & Hamilton.