



Unit Title	Motion Design
FHEQ Level	UG1 – FHEQ Level 4
Unit Code	MGR18104
Credit Value	30 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	85
Supervised access to resources	0	Preparation for Assessment	70
		Unsupervised Access to Resources	55
Total			300

Unit Description

Visual communication and typography are fundamental tools for the motion graphic designer. This unit will introduce you to the use of these to deliver information and concepts effectively and appropriately in a moving image context. You will be introduced to the underlying principles of typography and visual communication and then examine the impact of motion, time and digital delivery on how these are employed by motion graphic designers.

You will also look at the integration of type and image, including the editing and selection of images, with particular reference to motion graphic design.

In this unit you will also examine the history of and current trends in typographic design and visual communication, and use your research and analysis in the development of your design practice.

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 history and development of typography
The core principles underpinning typographic design
Understanding of the principles of composition, layout and grids
The relationship between type and image

The effect of motion, digital delivery and time on the use of typography
The use of animated typography to enhance the delivery of content
Development of appropriate software skills

Unit Aims

To examine the historic and cultural context of visual communication and how this impacts on contemporary design

To explore how type can be used as a tool, not only to impart information but to add to the meaning of the text

To gain knowledge and understanding of issues surrounding both the legibility and aesthetics of typography

To develop an understanding of the integration of typography and image

To gain an understanding of the additional restraints and advantages of motion, digital delivery and time in the use of typography

To explore how animated typography can be used to enhance the delivery of content

To develop appropriate software skills

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 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

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

Related Principle: ADVOCATE

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 delivered through a series of projects and workshops, the first half focused on the basic principles of visual communication and typography, the second focused on the integration of this learning into motion graphics.
The projects in both parts will be assessed holistically.
All projects will be assessed for both creativity and technical execution.
Work submitted for associated workshops will be taken into account when arriving at the final grade.
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)
Visual communication and typography project outcomes and workshops	50%
Motion Graphic Design project outcomes and workshops	50%

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 demonstrated an understanding of the underlying principles of typography and layout and evidenced this through the production creative, readable typographic design? LO3, LO4

Has the student demonstrated knowledge and understanding of the choice and use of type fonts, underpinned by research and analysis? LO4, LO1

Has the student demonstrated an understanding of the integration of type and image? LO3

Has the student demonstrated an understanding of the impact of time and movement on the readability of typography and demonstrated the ability to integrate typographic principles with animated typography to enhance the delivery of text? LO5

Has the student shown evidence of research, development of ideas and reflected on their learning on the unit? LO1

Learning outcomes: LO1, LO3, LO4, LO5

Essential Reading list

1. Bringhurst R. (2013) Elements of Typographic Style. Vancouver: Hartley & Marks Publishers
2. Dopress (2012). Moving Graphics: New Directions in Motion Design. Barcelona: Promopress
3. Garfield, S (2011). Just My Type: A Book About Fonts. London: Profile Books
4. Ian Crook and Peter Beare (Author) (2015): Motion Graphics, Fairchild Books
5. Lupton, E. (2010) Thinking with Type. New York: Princeton Architectural Press
6. Taylor, A (2010). Design Essentials for the Motion Media Artist: A Practical Guide to Principles & Techniques. Oxford: Focal Press