Unit Title	The Bigger Picture
FHEQ Level	UG 2 - FHEQ Level 5
Unit Code	MGR18204
Credit Value	30
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	75	Independent Study	70
Supervised access to resources	0	Preparation for Assessment	100
		Unsupervised Access to Resources	55
Total			300

Unit Description

Motion graphics is no longer only the preserve of television and cinema. Rapid developments in technology mean that it is now found everywhere from your phone or at the cashpoint up to massive projections at events or exhibitions.

Motion graphics play a major role in advertising and promotions, including through social media, user experience and interactive content. This explosion of outlets means that motion graphic designers need to be able to design and create work which is effective across a whole range of platforms and in a range of formats and scales. This is a challenge creatively conceptually and technically.

In this unit you will initially explore creating motion graphics for advertising and then look at the bigger picture of how to develop and create cross media campaigns.

The final project will be self initiated brief.

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

History of television and film advertising
Current advertising practice
Advertising concepts
Motion graphics for social media

Motion graphics for exhibitions and events
Interactivity and user experience
Generating ideas and working collaboratively
How to present a campaign concept
Designing a cross media promotional campaign

Unit Aims

To gain knowledge of the history and techniques of advertising

To gain knowledge and understanding of current advertising practice and cross media campaigns

To gain knowledge and develop skills in designing for social media and interactive platforms

To gain knowledge and develop skills in creating motion graphics for events and exhibitions

To develop skill at creating and delivering presentations of concepts

To gain the knowledge and skills to design and create an effective cross media campaign with significant motion graphics content

Unit Learning Outcomes

Level Five

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

LO 7 Employability

Demonstrate professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

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 consist of one or more projects and a number of associated workshops, assessed holistically.
Assessment will take into account storyboards and presentations as well as finished work. The final assessment will take into account creativity, conceptual thinking, technical skill and visual design.
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)*
Project outcomes, formative presentation, associated workshops and project log	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 demonstrated awareness of contemporary advertising practice, through research and analysis, and evidenced this in creating an effective motion advertisement that is suitable for a defined client and audience? LO2, LO5

Has the student demonstrated an understanding of how to create effective motion graphics for social media and interactivity? LO6

Has the student demonstrated an understanding of the potential of effective motion graphics for use at events and exhibitions? LO6

Has the student delivered an effective presentation of a campaign concept? LO7

Has the student created an effective motion graphic centred campaign that covers a broad range of media, and includes both motion and non-motion elements? LO5

Has the student shown evidence of research, development of ideas and reflected on their learning on the unit? LO2

Learning outcomes: LO2, LO5, LO6, LO7

Essential Reading list

1. Beryl McAlhone (Author), David Stuart (Author), Greg Quinton (Author), Nick Asbury (Author) (2016): A Smile in the Mind - Revised and Expanded Edition: Witty Thinking in Graphic Design, Phaidon Press; Revised and expanded ed edition (15 Feb. 2016)
2. Davies,A. (2013)Promotional Cultures: the Rise and Spread of Advertising, Public Relations, Marketing and Branding,
3. Ellen Lupton (Author) (2017) Design is Storytelling, Cooper Hewitt
4. Michael Bierut (Author) (2015): How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world, Thames and Hudson Ltd
5. Penenberg, Adam (2010) Viral Loop: The Power Of Pass-It-On. Sceptre