Unit Title	Motion Typography
FHEQ Level	UG 3 - FHEQ Level 6
Unit Code	MGR18302
Credit Value	15 Credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	35
Supervised access to resources	0	Preparation for Assessment	30
		Unsupervised Access to Resources	55
Total			150

Unit Description

The aim of this unit is to demonstrate the advanced typographic skills and creativity expected of a graduate entering the motion graphics industry. It provides the opportunity to use typography in an original and challenging context, producing design solutions where the outcomes reflect a mature understanding of the potentials for creative design that motion typography offers.

You will be required to develop a self initiated project which involves significant and creative use of typography, supported by research and analysis.

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

Current trends and innovations in motion typography

Using typography to enhance emotional impact of text

Integration of type and moving image

Tailoring typographic design to specific audiences

How the delivery platform impacts on typographic design

Creative use of motion typography to deliver information and concepts

Unit Aims

To gain knowledge about current trends in motion typography
To develop the ability to enhance the emotional impact of text through motion typography
To develop advanced ability to integrate typography and moving image.
To develop the ability to tailor typography to a specific audience
To gain understanding of the impact of different delivery platforms on motion typography
To develop the ability to produce a creative and innovative typographic solution to a design brief

Unit Learning Outcomes

Level Six

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

Learning and Teaching Methods

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

Assessment methods and tasks

You will be required to write your own brief for this unit at the start of the project to fulfill this brief.

The formative, storyboard submission will be taken into account when arriving at the final grade.

The final project will be assessed for creativity, technical skill and appropriateness of the final design for the target audience or client.

You will also be required to submit a project report containing research, development and personal reflection.

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Project outcomes, formative submission and project report	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 displayed knowledge of current trends in motion typography, derived from research and analysis? LO2

Has the student used typographic design to enhance the impact of the text in their project? LO4

Has the student demonstrated the ability to integrate motion typography with other design elements? LO4

Has the student demonstrated an understanding of the impact of different delivery platforms on motion typographic design? LO6

Has the student produced a creative and readable design solution that successfully targets their design at a specific audience or client? LO6

Learning outcomes: LO2, LO4, LO6

Essential Reading list

1. FL@33 (Author), Tomi Vollauschek (Author), Agathe Jacquillat (Author) (2011): The 3D Type Book, Laurence King
2. Henrik Kubel (Author), Scott Williams (Author) (2015): Type: New Perspectives in Typography, Laurence King Publishing
3. Sarah Hyndman (2016) Why Fonts Matter, Virgin Books
4. Stephen Banham (Author), Rick Poynor (Author) (2012): Characters: Cultural Stories Revealed through Typography, Cooper Hewitt