Unit Title	Type in Motion
FHEQ Level	UG 2 - FHEQ Level 5
Unit Code	EMGR181
Credit Value	15
Unit Type	Elective

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent Study	35
Supervised access to resources	0	Preparation for Assessment	50
		Unsupervised Access to Resources	27.5
Total			112.5

Unit Description

Motion typography is much more than just creating type that moves. This unit examines the potential that movement, kinetic typography, 3D space and time-based narrative offer for expanding and developing the visual and emotional vocabulary of typography.

You will look at how the basic principles of typography underpin and give clarity to creative and innovative approaches to type based motion graphic design.

You will be expected to research both historic and contemporary design to contextualise your work and also develop the advanced software and technical skills needed to create innovative motion typography.

This elective unit is aimed both at students with previous experience of typography and also at students who are interested in engaging with it for the first time. Some basic knowledge of AfterFx or other relevant software is desirable, however there will be some software support within the unit.

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, development and context of motion typography
Letterform design and calligraphy
Typography in 3D space
The impact of motion on legibility of typography
Expressing emotion through typography
Conceptual thinking and typography
Creating narrative with typography
Advanced software skills

Unit Aims

To gain knowledge of the history and practice of motion typography

To gain advanced skills in appropriate software

To gain knowledge and develop skills in letterform design and use

To be able to enhance the meaning and emotional content of text using movement and time based narrative

To explore the potential of typography in 3D space

Unit Learning Outcomes

Level Five

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

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 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

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

Brief description of assessment methods

The unit will consist of one main project and a number of associated workshops, assessed holistically.

Formative assessment will take into account storyboards as well as research and development.

Summative assessment will take into account creativity, technical skill and visual design.

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

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Main project, 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 an awareness and understanding of contemporary and historic motion typography design and the development and use of letterforms? LO1, LO2

Has the student developed appropriate software and technical skills to fulfil the projects. LO4

Has the student effectively used movement and time to enhance the clarity and emotional impact of the text? LO4

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

Has the student demonstrated an understanding of application of motion typography in a professional context? LO8

Learning outcomes: LO1, LO2, LO4, LO8

Essential Reading list

1. Barbara Brownie (2011) Transforming Type: New Directions in Kinetic Typography, Bloomsbury Academic
2. Jeanette Abbink, Emily C. M. Anderson (2010): 3D Typography, Mark Batty Publisher
3. Jeff Bellantoni, Matt Woolman (2012): Moving Type: Designing for Time and Space (Digital Media Design), Rotovision (1555)
4. Timothy Samara (2018): Letterforms: Typeface Design from Past to Future, Rockport Publishers