FILM 48C.01: Special Topics: Motion Graphics and Design

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Course Content
Motion Graphics and Design is an interdisciplinary design practice that intersects with many fields such as Video/Film, Animation/VFX, Graphic Design, Illustration, Music Video, Game Design, Audiovisual Performances, Creative Coding/Interaction Design, Data Visualization, and Media Arts.

This course, which will be conducted within a theoretical framework, will explore the design and art approaches that form the foundations of motion graphics, starting with experimental cinema. It will cover the peak era of MTV when the genre became a cultural phenomenon, its reflections in Cinema and Television, and the current trends that have emerged in digital platforms, new media, and especially within the media arts ecosystem with the widespread use of the internet. By providing students with a historical, aesthetic, and technological perspective, the course will enable them to develop the skills to critically read and interpret the productions in this field.

Learning Outcomes

By the end of this course, students will be able to:

1. Explain the historical development of motion graphics from the early precursors in experimental cinema and video art to contemporary media arts; creative coding and interaction design.
2. Identify and analyze the aesthetic, cultural, and technological factors that have shaped motion graphics across different eras (e.g., Cinema, MTV period, digital platforms, new media).
3. Compare and contrast motion graphics applications in diverse fields such as film, animation/VFX, graphic design, music videos, games, and interactive media.
4. Critically evaluate motion graphics works using historical, aesthetic, and technological frameworks.
5. Interpret the relationship between motion graphics and other design/art disciplines, recognizing interdisciplinary influences.

Grading

Component	Number	Points Each	Total
Assignments	3	10	30
Mid-Term Exam	1	15	15
Final Assignment	1	20	20
Final Exam	1	20	20
Attendance	1	15	15

Weekly Schedule

23.9.2025/Week 1

Meeting, Course Overview, Distribution of Course Resources

-Introduction to the course framework: objectives, expectations, and evaluation methods.

-The place of Motion Graphics & Design today and its interdisciplinary nature.

-*What is Motion Graphics and Design?* Defining the field, historical background, and how it differs from cinema and traditional graphic design/illustration and animation.

30.9.2025/Week 2

Early Artistic Movements Contributing to the Field

-Contributions of early 20th-century artistic movements (Futurism, Dada, Bauhaus, Constructivism) to the concepts of movement, typography, and visual dynamism.

-The historical relationship between graphic design/illustration and motion.

-The role of experimental cinema (Hans Richter, Walter Ruttmann, Oskar Fischinger, etc.) in opening pathways for motion design.

7.10.2025/Week 3

Motion Graphics/Design in Cinema & TV

-Title sequences (Saul Bass, Kyle Cooper) and television broadcast packages.

-The impact of typography and experimental visual storytelling practices on film and television industries.

-The ways in which graphics/illustration and motion shape narrative structures.

-How Animation and VFX practices have contributed to the field, and how the field has influenced them in return.

1st Assignment Due!

14.10.2025/Week 4

Understanding Movement in Motion Graphics/Design

-Core principles of motion: speed, acceleration, rhythm, timing, etc.

-Animation principles (anticipation, squash & stretch, etc.) applied to design.

21.10.2025/Week 5

Motion Graphics/Design in New Media and Interactive Technologies/Environments

-The role of Motion Graphics/Design in interactive installations, video games, VR/AR environments.

-Motion design in web and mobile interfaces (UI/UX motion).

-Case studies from media arts.

2nd Assignment Due!

28.10.2025/Week 6
National Holiday (Republic Day Eve)

4.11.2025/Week 7
Mid-Term Exam

11.11.2025/Week 8

Pictorial and Sequential Composition

-Principles of Visual Arrangement: How balance, contrast, hierarchy, and rhythm organize elements in the frame and guide the viewer's eye in motion design.

-Organizing Motion in Time: Using pacing, rhythm, and timing to structure sequences,

-Linear and Non-Linear Narrative Strategies: Exploring both traditional sequential storytelling and alternative, looping or fragmented structures that create new kinds of meaning.

18.11.2025/Week 9

Principles of Typography

-Anatomy of typography.

-The relationship between typography and motion.

-The case of legibility on screen, rhythm, and typographic hierarchy.

-Experimental and kinetic typography practices.

3rd Assignment Due!

25.11.2025/Week 10

Thinking Images, Live Action, and Type Together

-How moving image, type, and live action are integrated; achieving audiovisual coherence.

02.12.2025/Week 11

Principles of Color

-Color theory and its perceptual effects in Motion Graphics/Design.

-The emotional and symbolic dimensions of color.

-Using color effectively across different contexts.

09.12.2025/Week 12

Basic Principles of Sound for Motion Graphics/Design

-Fundamentals of Sound.

-Ways of thinking Sound and Visuals together.

-Synchronization and the interplay of typography and sound.

-Rhythmic design and the notion of "visual music."

06.12.2025/Week 13
Final Assignment Presentations.

Link to the Drive for Course Material

Resources
Core Readings
Krasner, Jon. *Motion Graphic Design: Applied History and Aesthetics*. Oxford: Focal Press, 2008.

Secondary Readings

Stone, R. B., & Wahlin, L. (Eds.). (2018). *The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice* (1st ed.). Routledge.

Samara, Timothy. *Design Elements: A Visual Communication Manuel*. Beverly: Rockport Publishers, 2020.

Shaw, Austin. *Design For Motion: Fundamentals and Techniques of Motion Design*. New York: Routledge, 2020.

Motion Design News
https://www.youtube.com/@schoolofmotion
https://www.youtube.com/@MotionHatch
https://www.youtube.com/@thefutur

Graphic Design
http://www.designhistory.org/index.html
http://www.designishistory.com/

After Effects Tutorials
https://creativecloud.adobe.com/learn/app/after-effects
https://www.learnto.day/aftereffects
https://www.youtube.com/@VideoCopilot
https://www.youtube.com/@JakeInMotion
https://www.youtube.com/@BenMarriott
https://www.youtube.com/@ECAbrams
https://www.youtube.com/@ActionVFXofficial/videos
https://www.youtube.com/@shutterstocktutorials
https://www.youtube.com/@BlackMixture

Color
https://getuplift.co/color-psychology-guide/
https://www.sessions.edu/color-calculator/
https://color.adobe.com/
https://coolors.co/
https://paletton.com/#uid=1000u0kllllaFw0g0qFqFg0w0aF
https://0to255.com/
https://www.sessions.edu/color-calculator/
https://www.khroma.co/
http://colormind.io/bootstrap/

Typography
https://www.dafont.com/
https://www.1001fonts.com/
https://typographica.org/
https://type365.com/
https://www.are.na/jamie-wolfe/cartoon-typography
https://www.myfonts.com/
https://fontsinuse.com/
https://fontpair.co/
https://fontjoy.com/
https://www.glyphrstudio.com/v1/

Sound
https://pages.uoregon.edu/emi/index.php
https://quicksounds.com/
https://freesound.org/

Inspiration
https://motionographer.com/
https://www.stashmedia.tv/
https://www.youtube.com/@schoolofmotion

https://www.schoolofmotion.com/

Artists
https://vimeo.com/joostkorngold
https://www.enricolambiase.com/
https://giovannibucci.com/
https://gmunk.com/
https://www.joshuaharvey.com/work
https://www.brianmichaelgossett.com/
https://roberthodgin.com/

Studios
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https://www.mk12.com/
https://www.lobo.cx/
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https://blind.com/
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http://www.3am-design.com/
https://www.brandnewschool.com/
https://losyork.tv/
https://mainframe.co.uk/portfolio
https://laundry.studio/
https://stylewar.com/
https://www.experienceperception.com/
https://www.kemistry.co.uk/
https://smuss.studio/
https://www.twenty2.com/motion_index.html
https://animade.tv/
https://www.clydefox.com/
https://troublemakers.tv/en/