art257 **motiongraphicdesign**

:: **final**assignment

due :: week.**16**

homework project: motion graphic design animation

assignment: create a motion graphic design animation of your own. The minimum length is 15 seconds. Sound is mandatory. Here are a few ideas:

- **Animated Advertisement (ie. Online Banner/Commercial/TV spot/etc)** (15 seconds, 30 seconds, or 1 minute in length)
- **Title Sequence to a Film** – choose a film and design the title sequence.
- **Music Video** – choose a song and animate.
- **Logo Animation** – choose or design a logo, then animate it. Note: if you choose this option, you will be required to produce more than one version if the length your animations are under 15 seconds. Yes, you can animate the logo for your Art 249 final project web site.
- **Flash Intro or Animated Feature Content Area to a Web Site** – choose a web site and create either an intro to that web site or an animated feature to be showcased on the site. Yes, you can create an animation for your Art 249 final project web site.
- **Short Film** – write and animate a very short animated film.
- **Experimental Animation** – the choice is up to you to experiment with any particular visual style of animation. This must be conceptually well thought out and planned.
- **Other** – other may be ok (come speak to me if you have an idea not listed above)

Project Timeline and Important Dates:

Week 6 – Project ideas are due
We will have a brainstorm discussion.
Week 7 – Creative Brief and Storyboards due
We will have an informal critique.
Week 8 – Story Reel due
We will have an informal critique.
Week 11 – 1st drafts due.
We will have an informal critique.
Week 13 – 2nd drafts due.
We will have an informal critique.
Week 15 – 3rd drafts due.
We will have an informal critique.
Week 16 – Final project is due.
We will have a formal critique.

purpose/objective:

- Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product.
- Experiment by taking risks through the process of exploration during the creative problem solving process.
- Demonstrate relevant contemporary responses to motion graphic design.
- Analyze and apply the visual elements of line, shape, value, color, texture, time, motion and the design principles of balance, rhythm, repetition, emphasis, contrast, variation, and unity to interface design assignments.
- Incorporate typography, shape and images in time-based projects.
- Incorporate sequential graphics and interactivity in motion graphic design.
- Review and analyze the way motion is used to convey sequential organization of information in time.

- Demonstrate skill with media and application as a result of experiencing various techniques.
- Demonstrate strong group communication skills and the ability to speak clearly during critiques.

format: Minimum 640x480, 30 frames per second,
- All projects must use sound
- All animations must be *at least* 15 seconds long.
- The final version must be submitted in the following formats:
    - **Flash (displayed inside of an HTML page)**
    - **Video (either .mov or .avi)**