

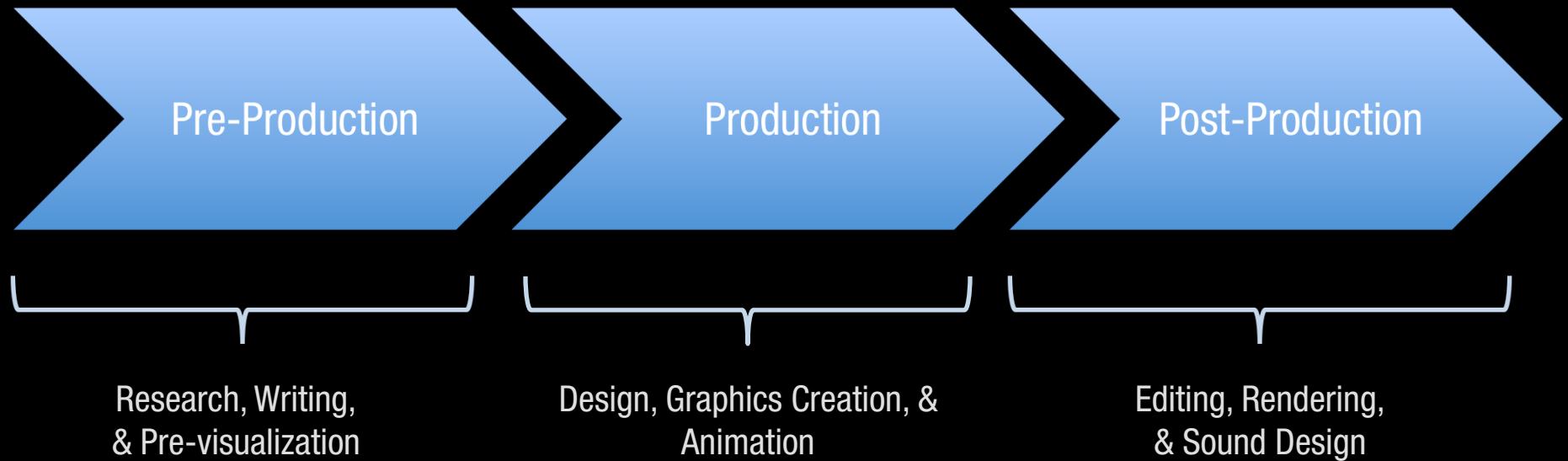


NewMediaArts
Kapi'olani Community College, University of Hawai'i

MOTION GRAPHIC DESIGN

THE DESIGN PROCESS

MOTION GRAPHIC DESIGN



MULTIMEDIA = Image + Text + Sound + Time

THE DESIGN PROCESS

MOTION GRAPHIC DESIGN



» Pre-production

- » Research
- » Writing
- » Pre-Visualization
 - » Storyboarding
 - » Story Reels/Animatics

» Production:

- » Test Animations
- » Sketching, Illustrating
- » Animating

» Post-production

- » Editing, Rendering, and Sound Design

THE DESIGN PROCESS

MOTION GRAPHIC DESIGN



Pre-production

- » Research, research, research
 - » Who is the client? What are the primary objectives? Who is the audience?
- » Writing
 - » Write the story/concept first (logline, synopsis, brief summary script).
 - » Treatment (incorporate sketches into your writing)
 - » Shot List
 - » Scene 1, Scene 2, Scene 3, etc...
- » Pre-visualization
 - » Sketching
 - » Storyboarding
 - » Story Reels/Animatics

LESSON

TIPS, TRICKS, & TECHNIQUES

ANIMATION BASICS

- » Translation, Rotation, and Scale

ANIMATION PRINCIPLES

- » Squash and Stretch, Timing, Slow in and Out (Easing), etc.

USING FLASH

- » Working with the timeline
- » Flash drawing tools
- » Shapes and Symbols

FLASH ANIMATION BASICS

- » Shape tweening
- » Motion tweening

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