

READING RESPONSE 3

The Shape of Design by Frank Chimero
Chapter 7: Stories & Voids

1. “Great Design Moves” — what kind of motion is Chimero talking about here?
2. Chimero ends up using a lot of the same language we have been using to frame his conversation about stories. Is there a useful connection there?
3. Do you like the way Chimero explains storytelling as change over time?
4. Narrative in Design: I often think of design being narrative-less, however, there is a lot of discussion in contemporary design about designers really being “story-tellers.” Chimero begins to get into this. Does anything he say convince you that designers ARE storytellers? Do you have any other thoughts on the matter?
5. What kinds of connections can you draw between this reading, the McCloud readings, and your thoughts so far on what “Motion Design” really is?
6. Does anything Chimero explain sound to you like “closure” from McCloud’s writings?
7. How might this reading (and the others) help you to think about making actual animated motion design pieces, as well as applying time and motion to your static design work?