

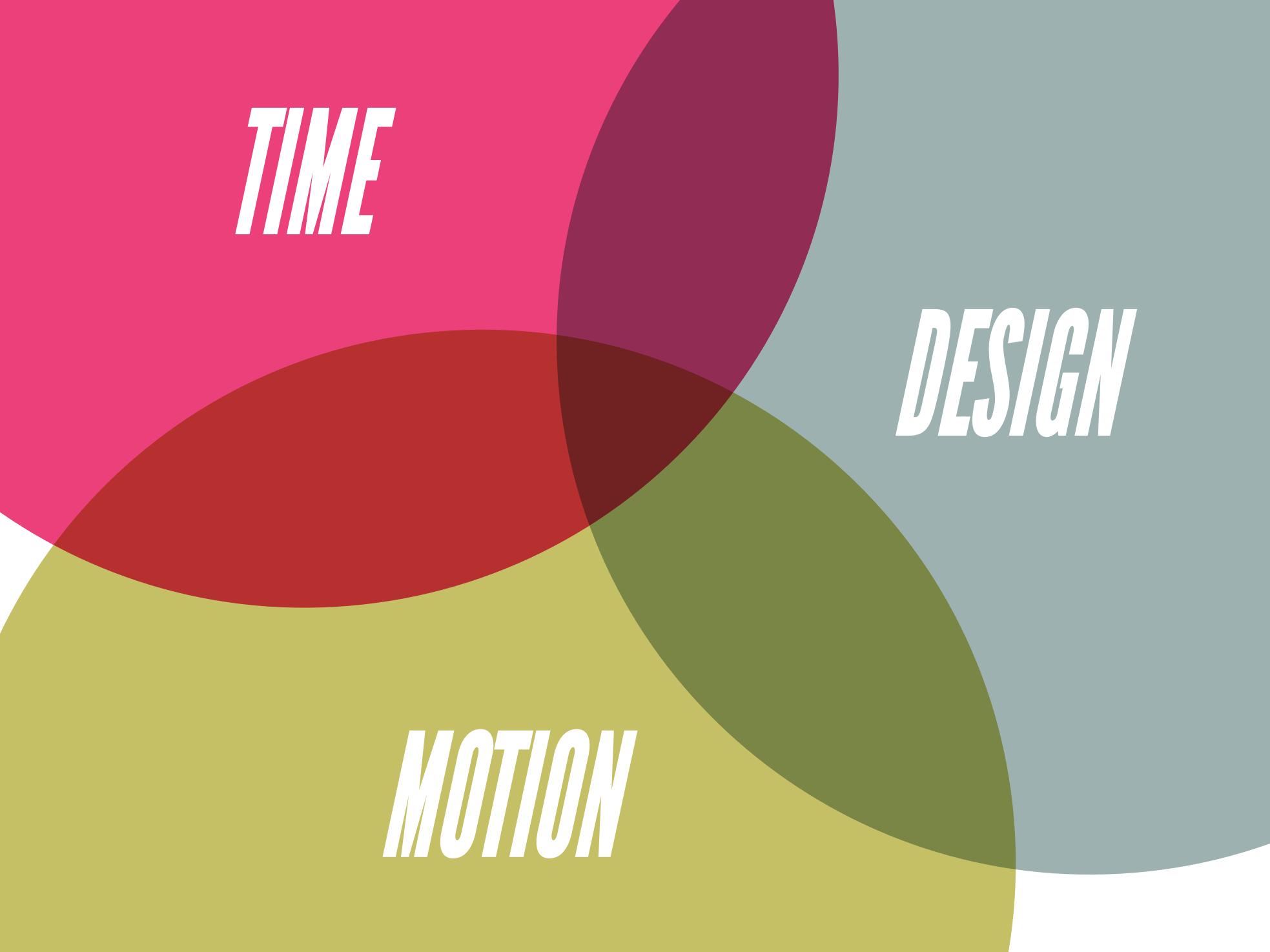
GD300 - Graphic Design 3

Time +
Motion +
Graphic
Design

CLASSROOM.MICA.EDU

&

**TEACHING.0OKB.CO/
COURSES/GD3**



TIME

DESIGN

MOTION

AD3

klo



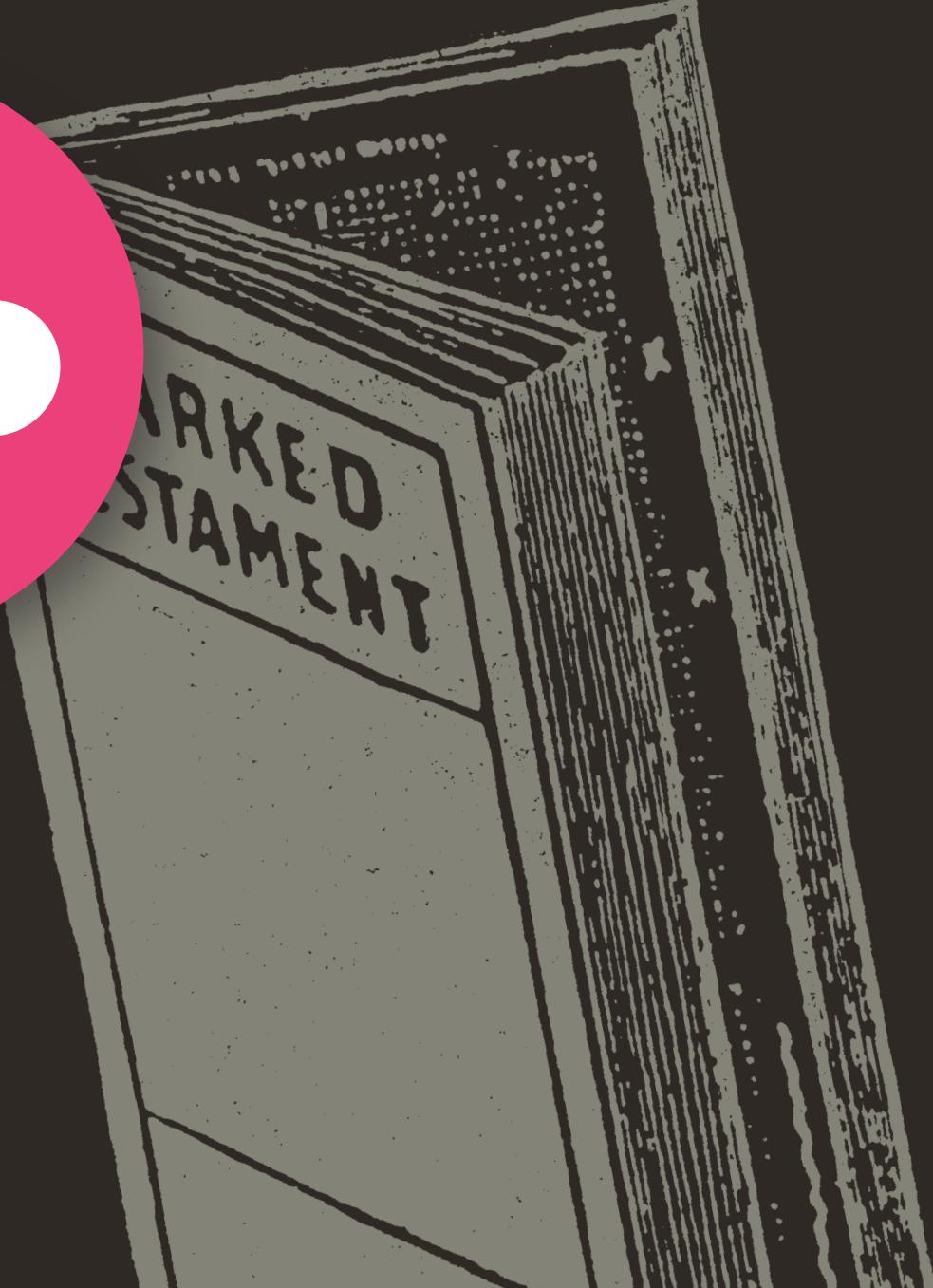
Hello.

*My name is
Kristian.*

i am a
DESIGNER
+
SUSTAINABILITIST



klo



STRAK
STAMMED



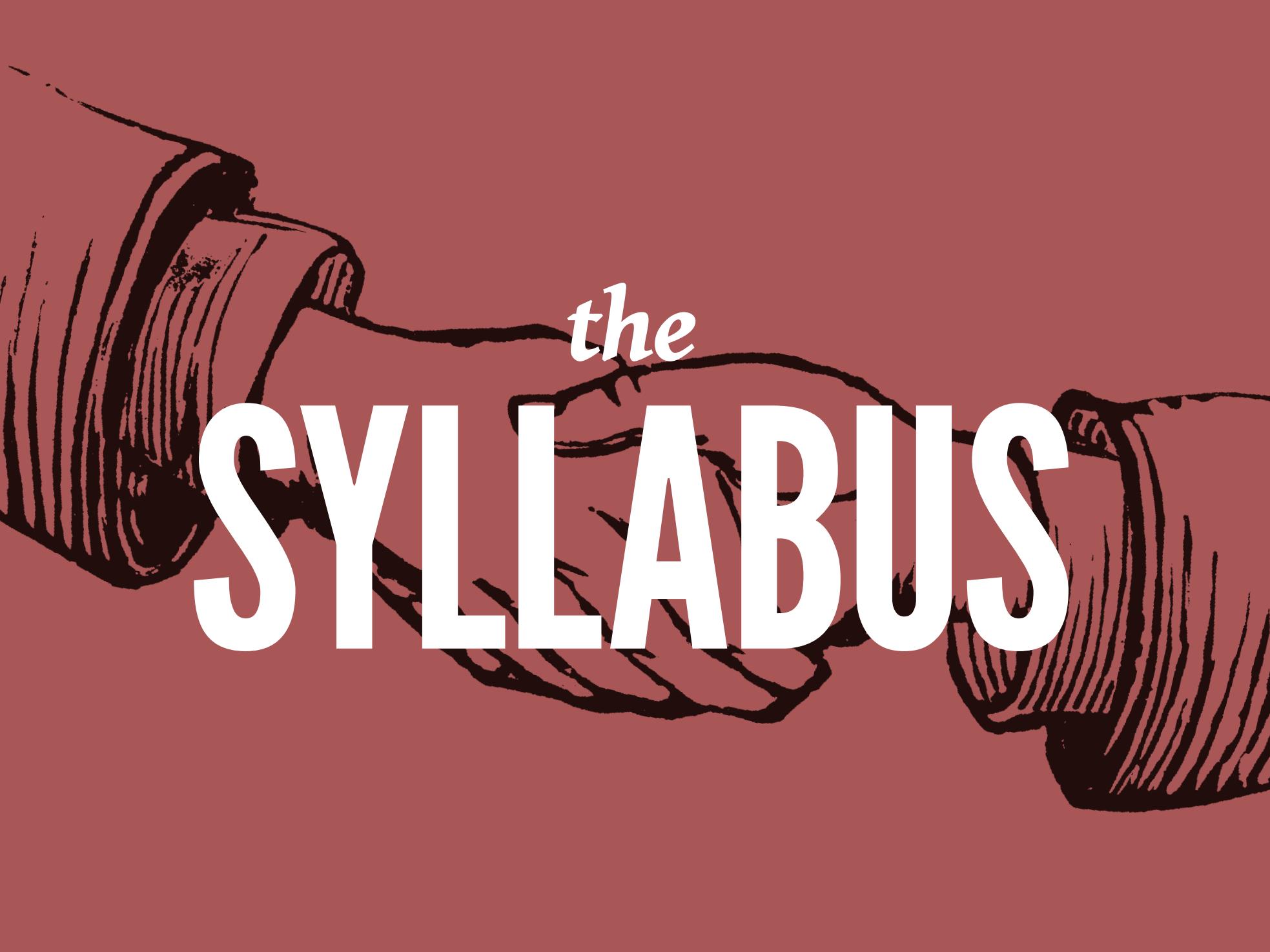
online:

BJORN MEANS BEAR



WORK
that i have
DONE





the

SYLLABUS

BOOKS I NEED YOU TO GET:

1. *GD New Basics*
2. *Understanding Comics*



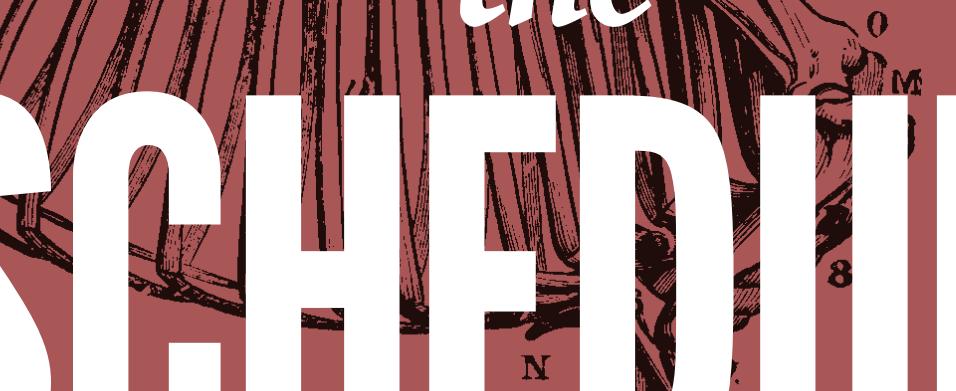
THERE WILL BE OTHER READINGS

HOWEVER, THEY ARE ALL ONLINE...

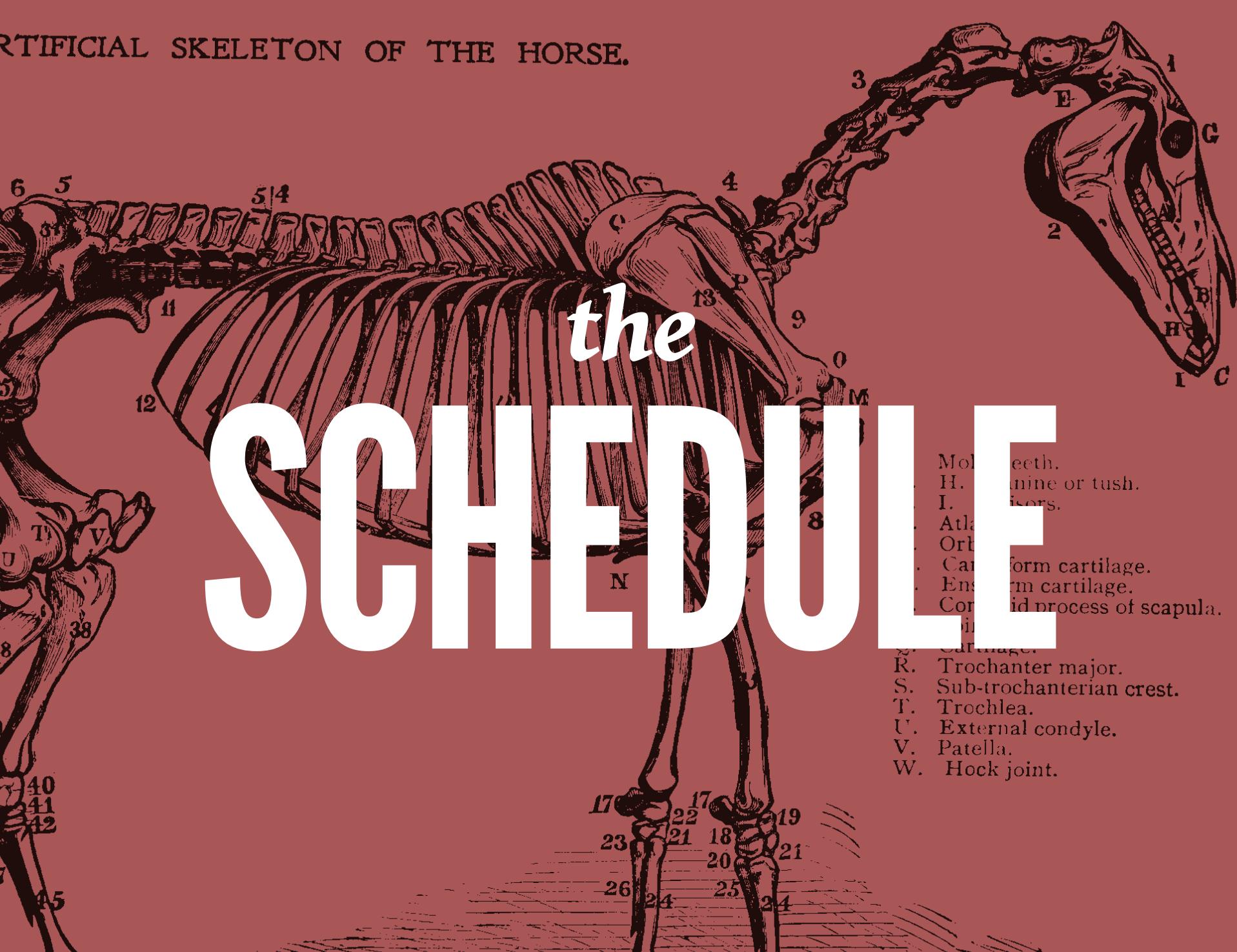




VIMEO.COM



the **SCHEDULE**





the **PROJECTS**

M

now is the time for
QUESTIONS



class intros

- 1. What is your Name?**
- 2. Where are you from?**
- 3. Recent TV show**
- 4. Recent album**
- 5. What non-design stuff
are you into?**
- 6. What typeface would
you be?**

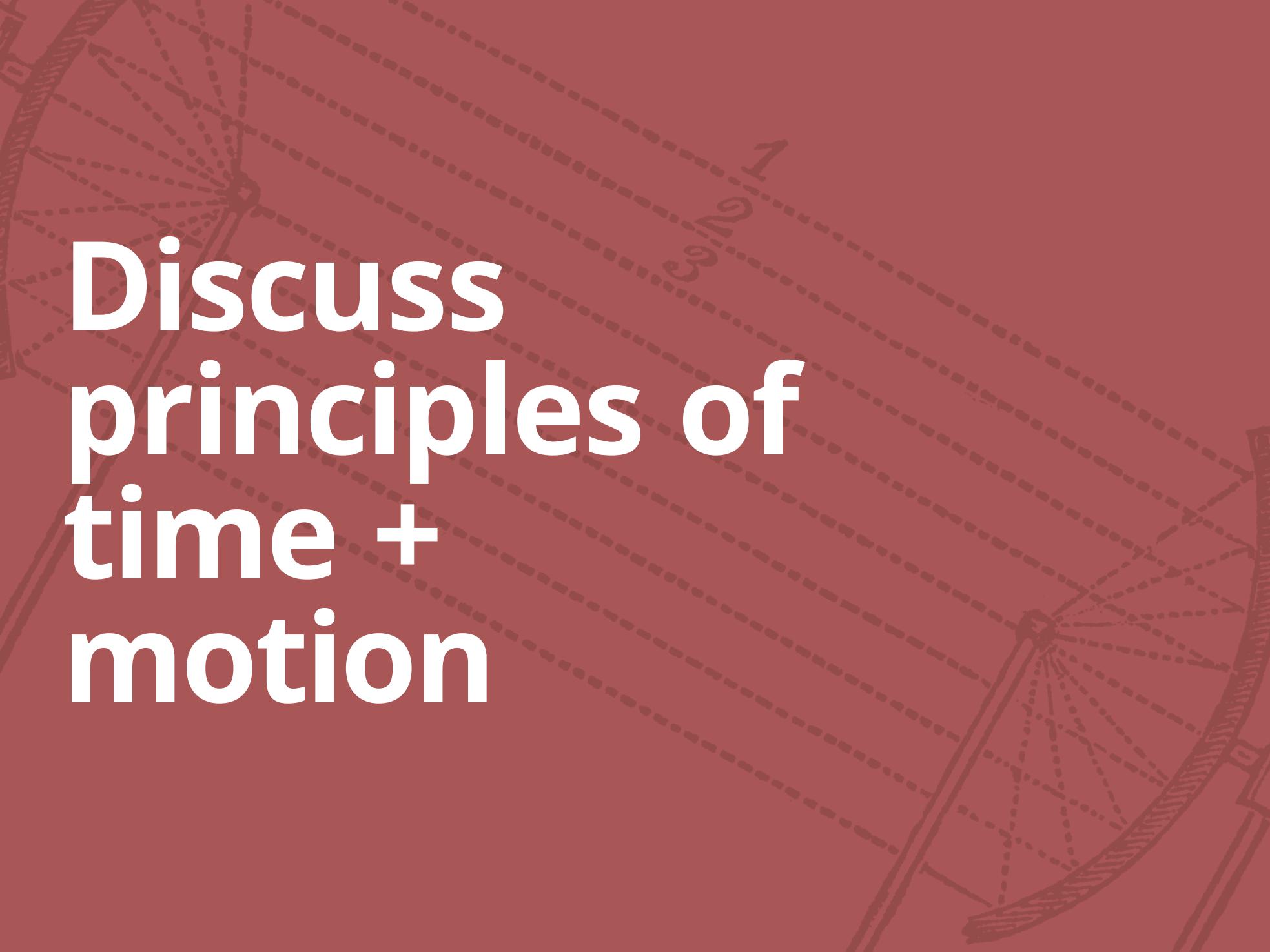


now it's time for

A BREAK.

Time + Motion + Graphic Design

The Basics.



Discuss principles of time + motion

Figure out how said principles apply to various design mediums.

We will be working not just
digitally with “Motion Graphics,”
but with identities, books, etc.

Time Motion Newton
Aristotle Einstein Narrative
Storyboards Books Applying
the Temporal to the Static
Design-a-mations Philosophy
Animation vs. Design Systems
Pacing Tempo + more ...

BROAD

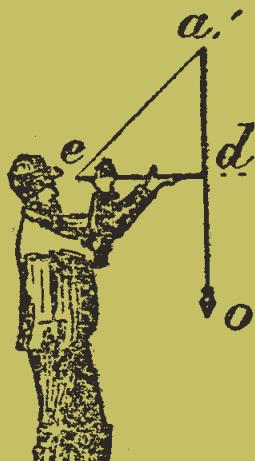
and

SHALLOW

R.



CONCEPTUAL
not the
TECHNICAL



Time + Motion

Science

Ani-
mation

Illus-
tration

Sequential
Art

Sound

Partic-
ulates

4D

3d

Games

Video

HTML5 / JS
/ CSS3

Process-
ing

film

Other

Graphic
Design

WWW

but wait, what is

**“Motion
Graphics?”**

it's like pornography:

**“I Know
It When I
See It”**

— Supreme Court Justice Potter Stewart

that's confusing...

**Let's Watch
Some!
(cue examples)**

ALSO DESCRIBED BY THE PHRASE
SEQUENTIAL ART!



1

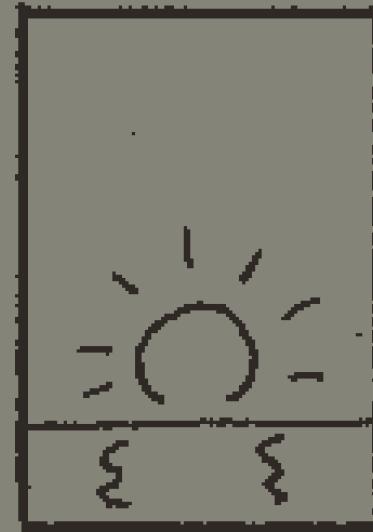
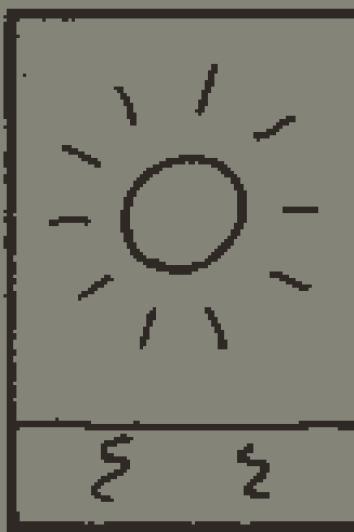
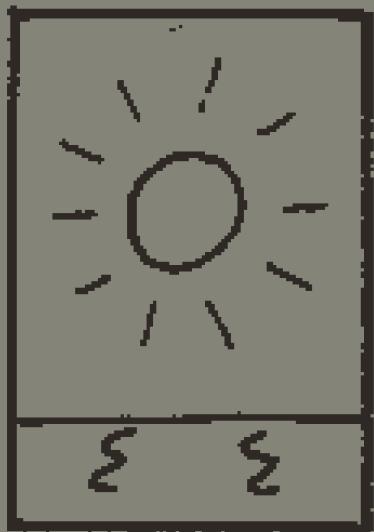


2



3

(SEQUENCED IN TIME)



the main point:

**GD is no longer
limited to the
printed page**

BUT WAIT!
Comics are also
sequential art,
so are movies,
etc.

Plain old
books are a
“sequence”
too ...

the other main point:

**These ideas &
principles apply
generally to all
kinds of design.**

now is the time for
QUESTIONS



TIME + MOTION

why are they useful?

1. Represent something with actual duration

Or, something that actually exists in time + space

**2. Make a piece
emotive in
a way Static
Imagery is not.**

3. Motion (and/ or “Time”) adds “something else”

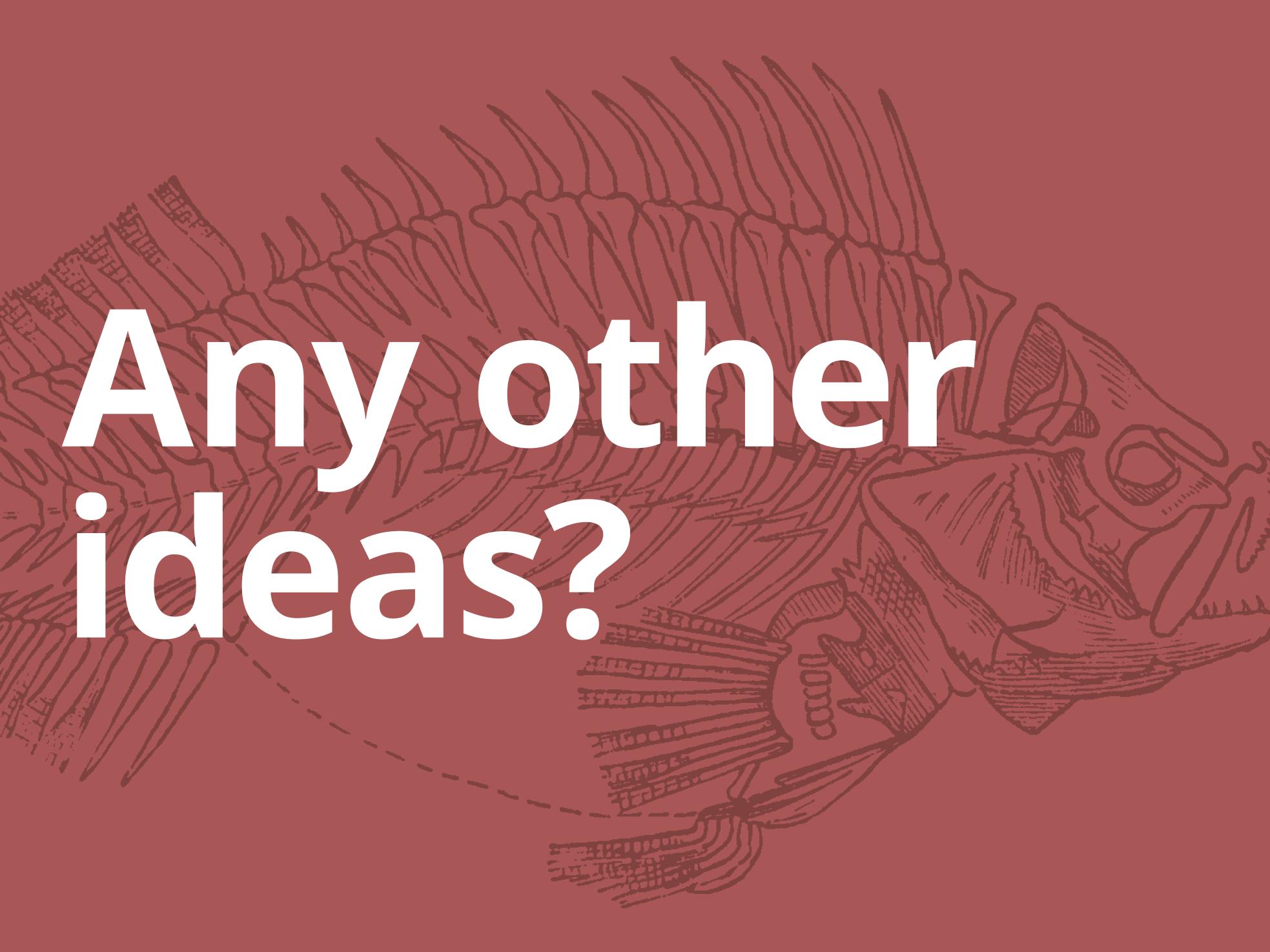
Normal Design does this for static imagery all the time ...

AKA the “je ne sais quoi” factor

4. (More Easily)
Allows for
Narrative or
story ...

5. Pacing, Tempo, Emphasis,

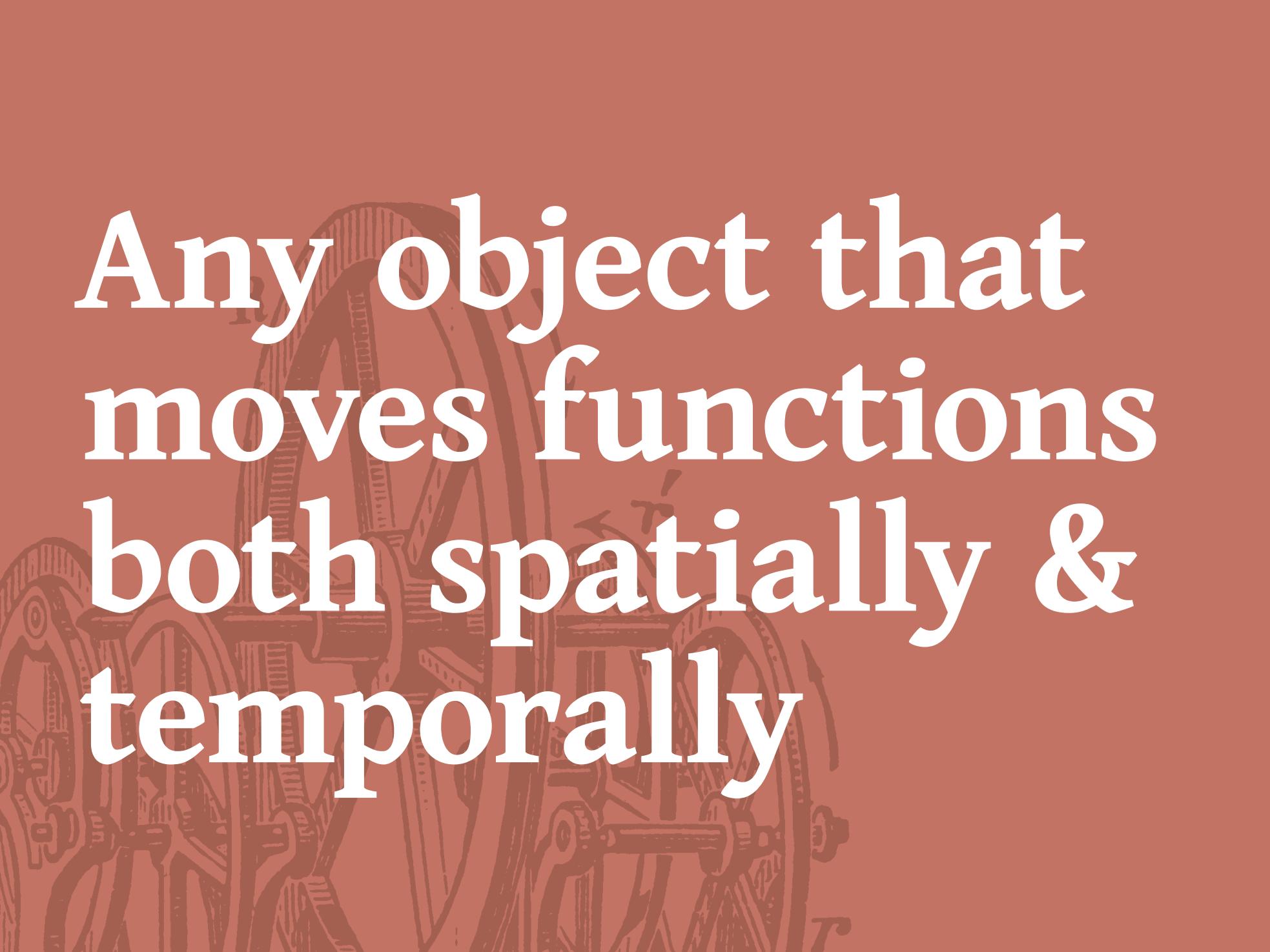
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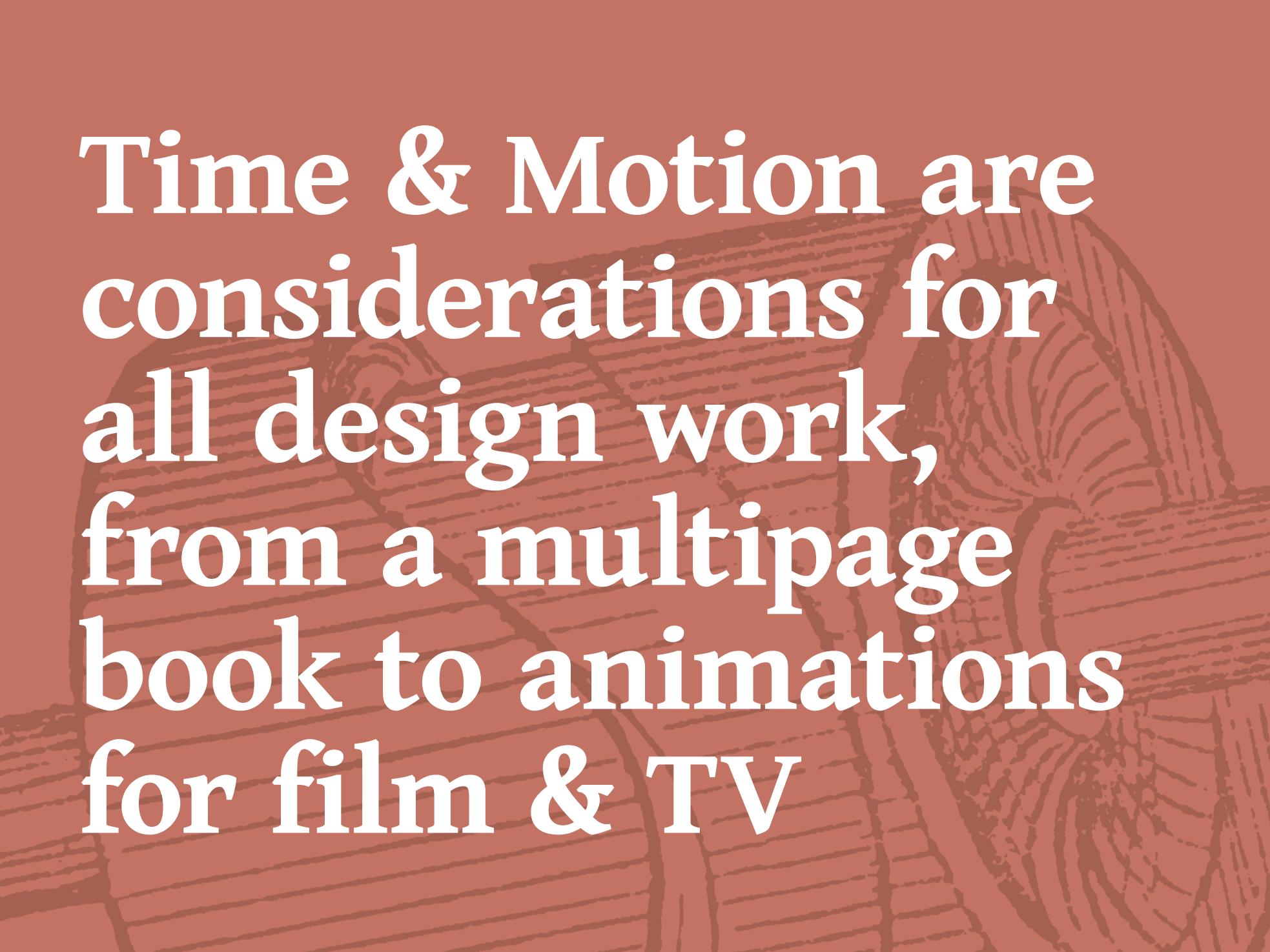
Any Other ideas?

now is the time for
QUESTIONS

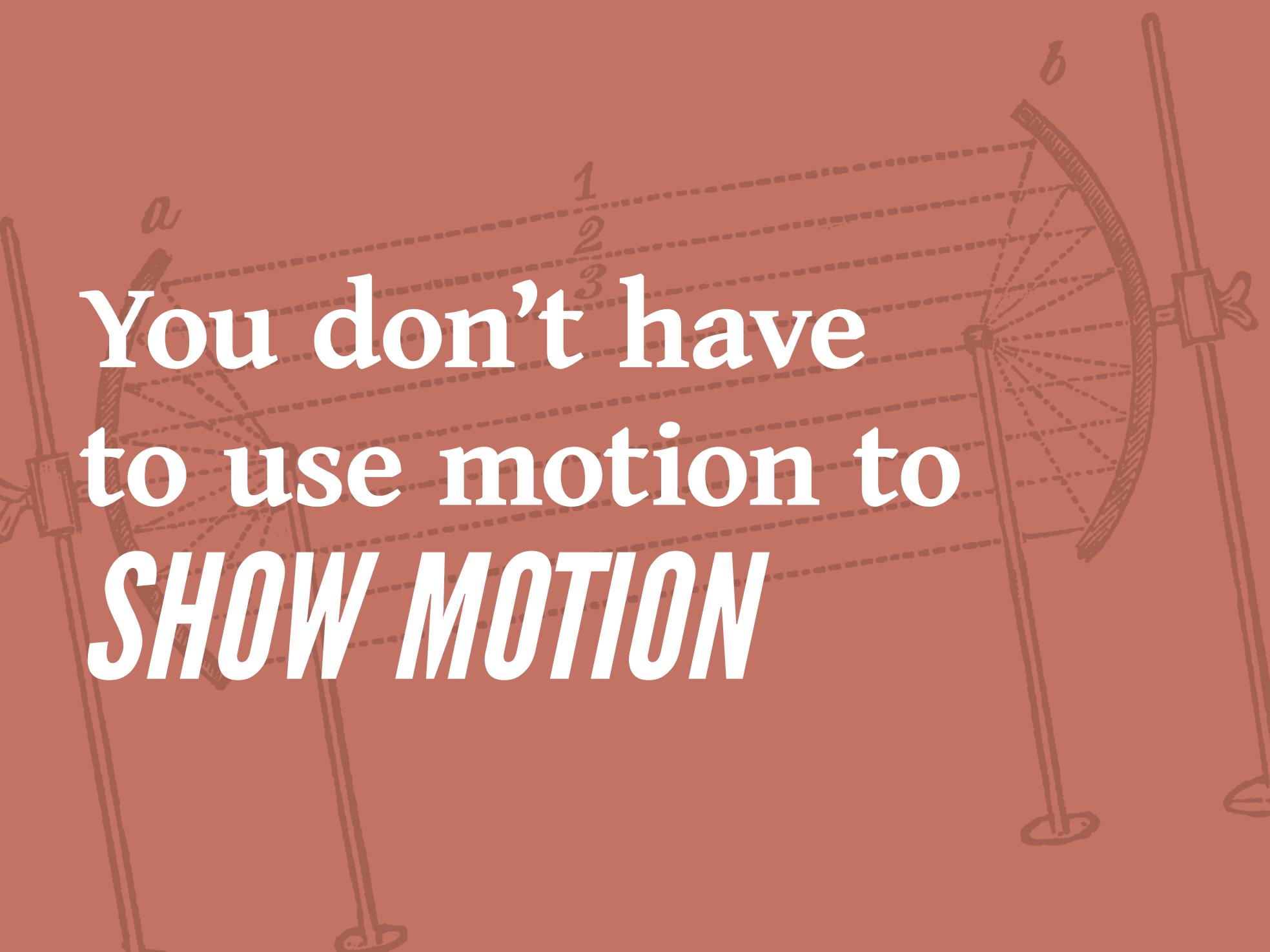




Any object that
moves functions
both spatially &
temporally



Time & Motion are
considerations for
all design work,
from a multipage
book to animations
for film & TV



You don't have
to use motion to
SHOW MOTION

DEFINITION:

Animation:
Sequences of still
images to create the
optical illusion of
movement.

DEFINITION:

Frame:

Smallest unit of an animation; a single, still image.

DEFINITION:

KeyFrame:

First + last frames
of each short action
sequence.

DEFINITION:

Tweens:

(Short for InBETweens)

Frames that fill the gaps
between keyframes.

Frame-by-frame
vs.
**Automated
tweening**

now is the time for
QUESTIONS



so let's try to define

“Motion Graphics”

1. Motion

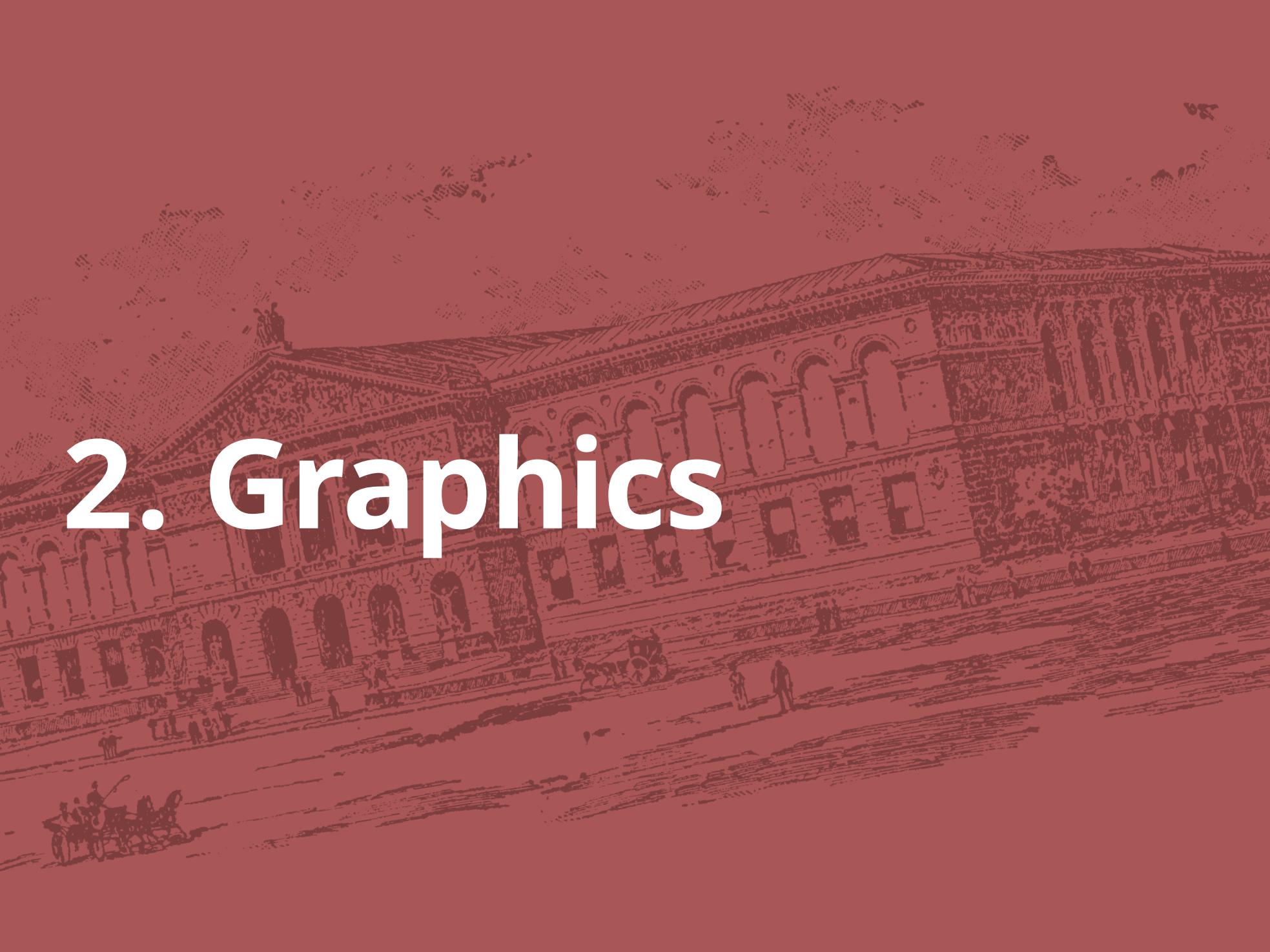
The background features a complex, abstract geometric pattern composed of numerous overlapping triangles. These triangles vary in size and orientation, creating a sense of depth and movement. Interspersed among the triangles are small, white, circular dots that follow the same curved, undulating path as the triangle vertices. The overall effect is a dynamic, modern, and slightly organic take on a mathematical or architectural theme.

A change in place
or location over
time.



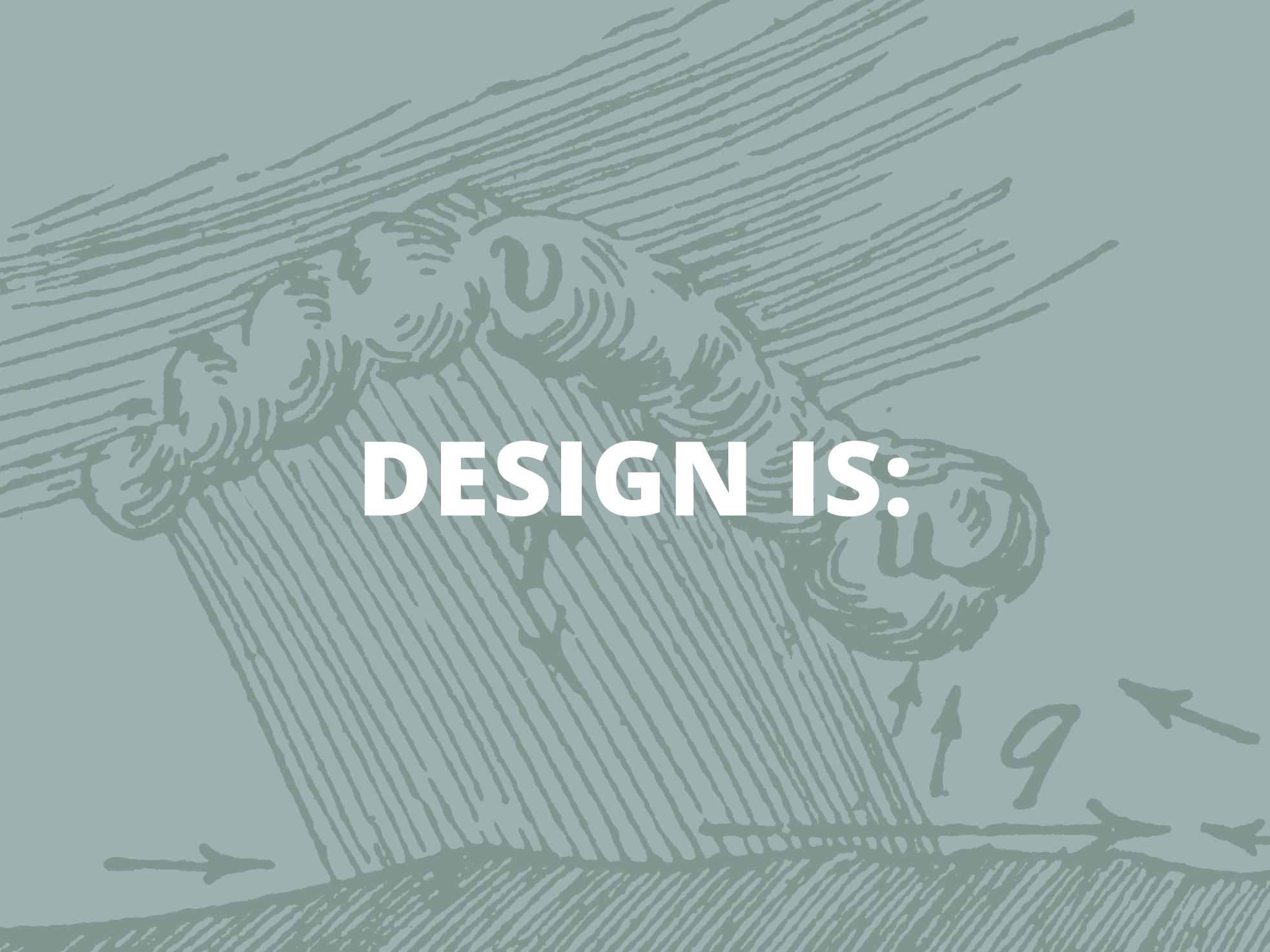
Change over time.

2. Graphics

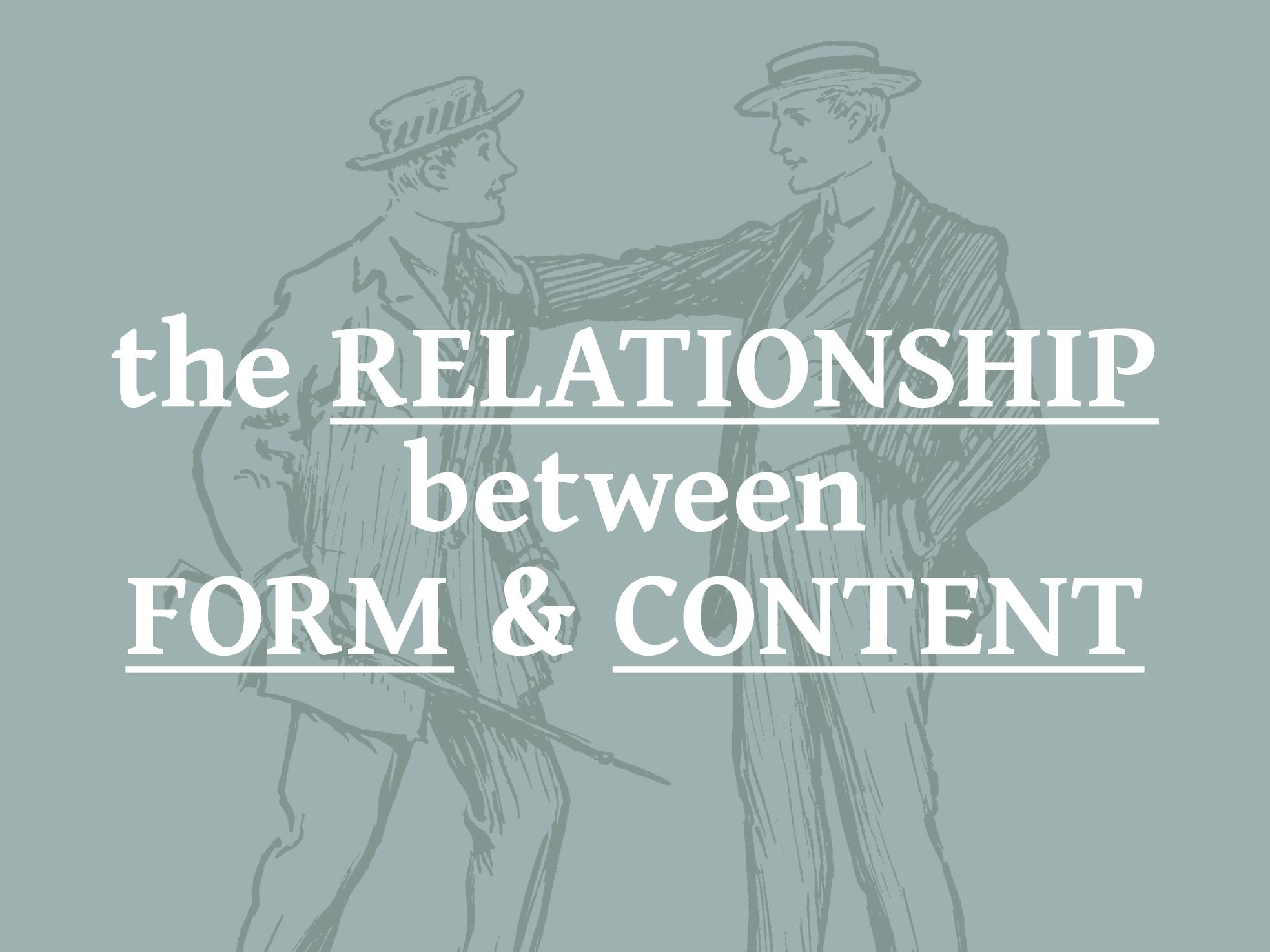




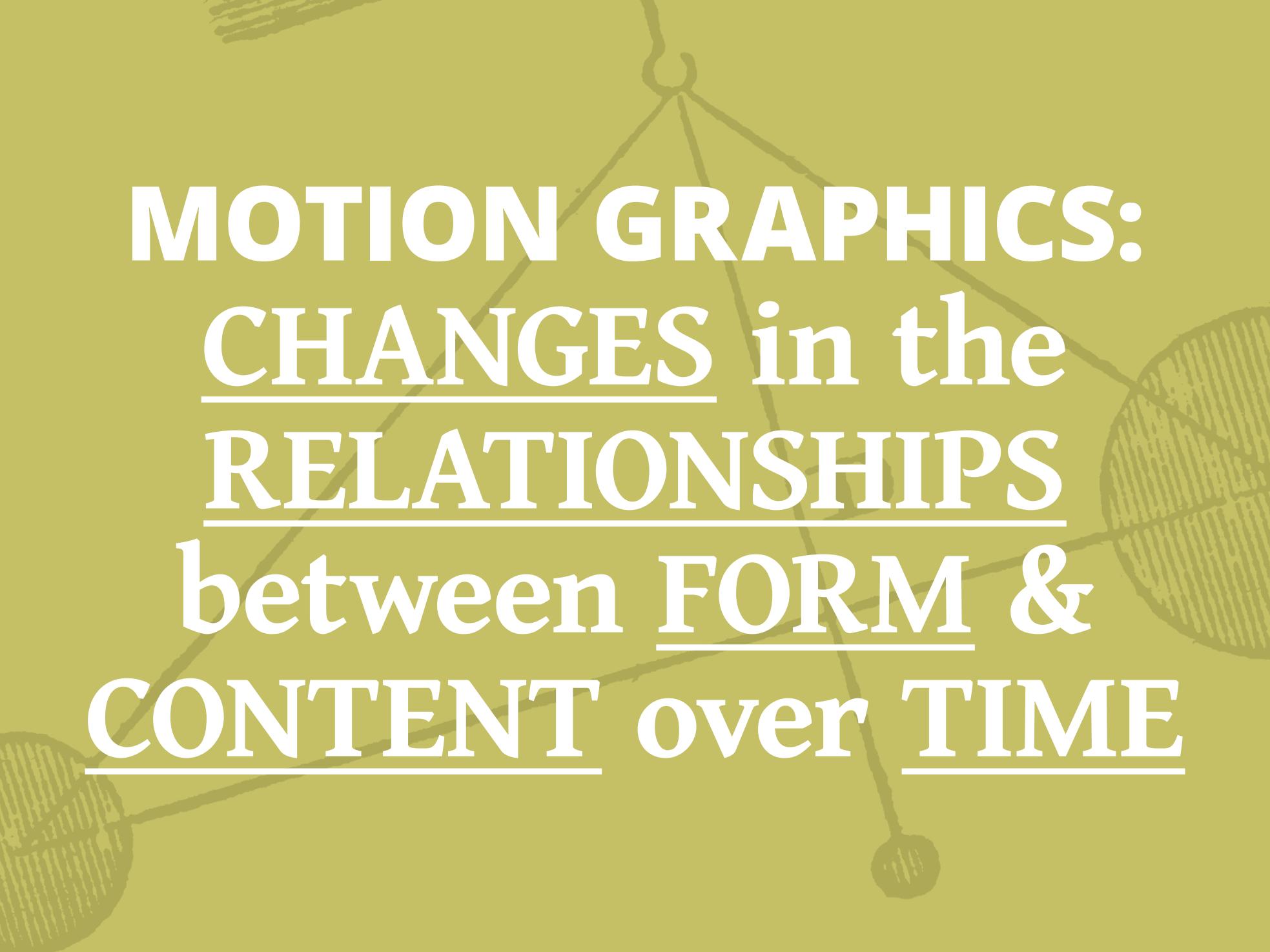
Paul Rand.



DESIGN IS:



the RELATIONSHIP
between
FORM & CONTENT



MOTION GRAPHICS:
CHANGES in the
RELATIONSHIPS
between FORM &
CONTENT over TIME

Motion is all about relationships anyway.

One thing moves, others don't.
One thing moves, others resist.
One thing moves, others follow suit.

...

now is the time for
QUESTIONS

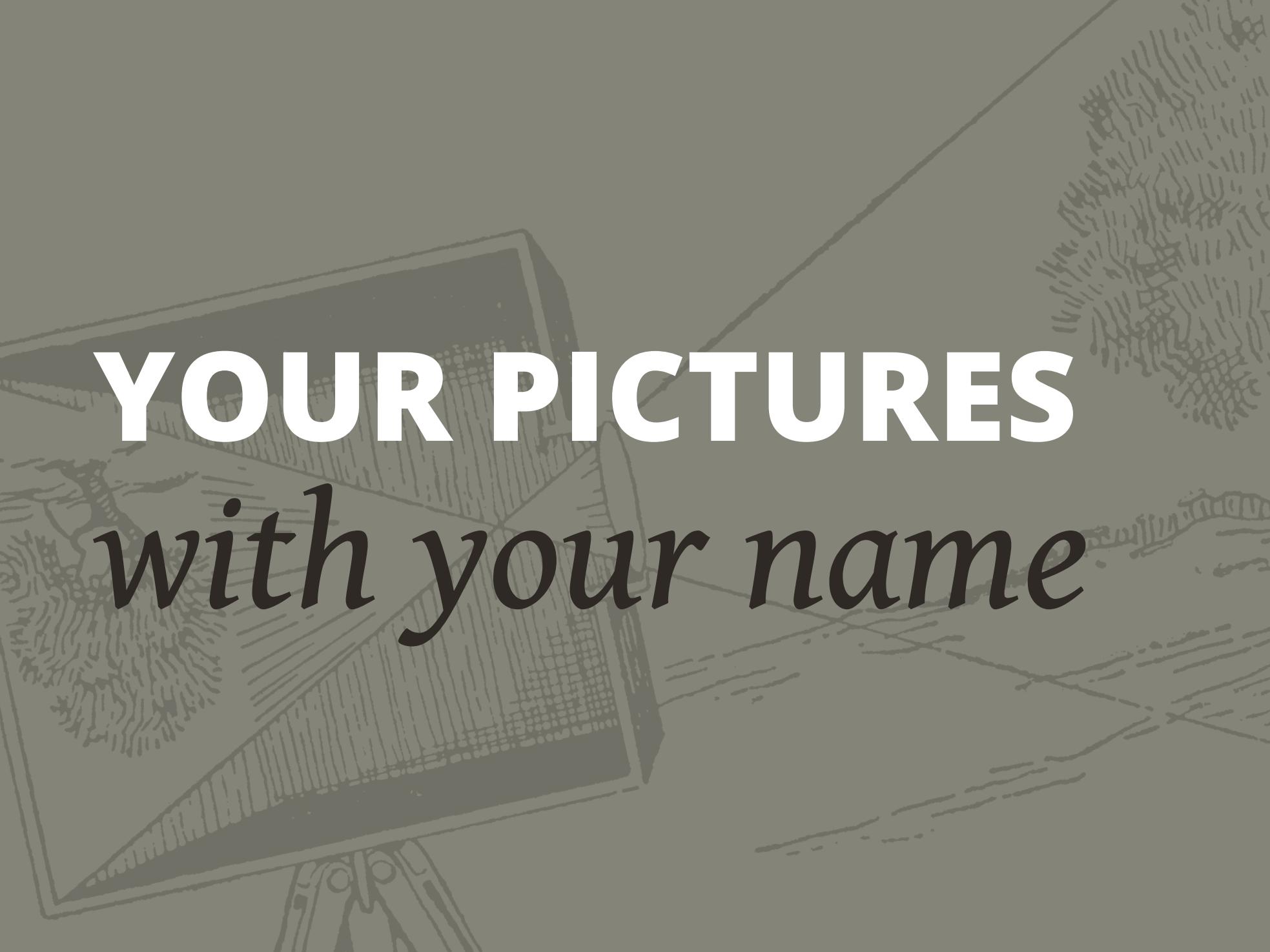




lunch

BREAK.

A black and white illustration of a hand holding a sandwich. The sandwich is made with two slices of bread and contains visible fillings like lettuce and cheese. The hand is gripping the sandwich from the bottom left. Overlaid on the image is the word "BREAK." in large, bold, white capital letters. Above "BREAK." is the word "lunch" in a smaller, italicized, yellow serif font.

The background features a detailed black and white line drawing of a classical building's facade. It includes a triangular pediment at the top, supported by four columns, and a base decorated with ornate moldings and acanthus leaves.

YOUR PICTURES
with your name

ANIMATED GIFS

a basic motion design primer.

Ps

Fw

now is the time for
QUESTIONS





online tool:

GIFMAKER.ME



now it's time for

A BREAK.

The background features a complex, abstract geometric pattern composed of numerous overlapping triangles. These triangles are filled with different textures and patterns, including a fine grid, a diamond lattice, a series of small circles, and various diagonal hatching. The overall effect is a dense, organic, and modern-looking design.

FOR NEXT WEEK:

**PLEASE FIND a VIDEO/
ANIMATION (or something
else) that you think looks like
“Graphic Design in Motion”**

**Send me a link (or bring a file)
to show in class next week. Be
prepared to explain your choice.**

**PLEASE READ the TIME AND
MOTION chapter from GRAPHIC
DESIGN NEW BASICS**

download a PDF on class website

**PLEASE BRING A DIGITAL
CAMERA WITH YOU
(& a way to get files onto your computer)**

**we will be making stop motion
(aka frame-by-frame) animations
in class.**

**GET YOURSELF A COPY OF
GD NEW BASICS AND
UNDERSTANDING COMICS.
MORE READINGS FROM THOSE
TO COME!**

now is the time for
QUESTIONS



fin.