

## Subject Report

My work departs from the norms of motion graphic design in a few key ways.

Generative design has been an interest of mine in the past two or three years but I haven't really gotten to implement any of it to any great extent before this year. I've used a few different environments for creative coding and generative art, p5.js, processing, but mostly Touchdesigner, which is frankly a far better tool in most respects than processing or similar software because you can quickly build complicated programs with little or even no code required. I haven't seen a lot of generative design in motion graphics outside the relatively insular world of designers who exhibit in galleries or online. I tend to use generative design in conjunction with more traditional motion graphics techniques, I feel this gives me a greater amount of control choice in my projects. It would be a huge nuisance trying to complete a motion graphics project purely through generative design, but it allows you to make extremely specific effects, textures and shapes that you can't do in premier pro or after effects, so this is why I use it and I do feel that it gives my work a style that is unique to me.

While I haven't really gotten to use much interactivity outside personal projects I was excited to learn some more methods of interaction through Arduino and I really look forward to having the time to integrate it as a tool in my usual process. I find interactivity on the user end a really engaging experience and I think it has a place in many projects that wouldn't typically use it, augmented reality in print design for example. However there is another way I try to implement and enhance interactivity in my process, (which could be argued isn't real interactivity but hear me out) often when I'm making video I'll attach an xbox or MIDI controller to my computer. What this allows me to do is interact with my project in a much faster and more spontaneous way, where previously I had to change parameters for effects one by one with a laptop interface, the addition of joysticks, buttons, dials, and sliders let me absolutely spam all the controls really fast and quickly see the whole potential of what I'm working on in terms of what it will look like in a massive amount of different configurations. Inadvertently this has also been my most successful foray into the world of meta design as far as I'm aware.