

## 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 it's totally not necessary to work with anything other than the usual 2d vector graphics softwares I find that to keep myself interested I have to learn new techniques and software outside the norm, so that's why I try to make video in different ways. Although having said that, it's also been rewarding this year to spend some time focusing on my workflow inside after effects, which I had slightly neglected prior to this. During this course I've become much more familiar with after effects and started to use it in different and more advanced ways, I had never even used the camera function for example, also while working on more complex projects than before I've really learned the value of having folders within after effects projects for video assets, images, sound files and compositions.

I'm no computer scientist but technical ability has generally been one of my strong points in motion design as well as in my undergrad in Visual Communication, I rarely run into a problem that I'm totally stumped by. I have an interest in technology and computers outside my interest in design so whenever I see a piece of motion graphics that looks unique in it's production or is hard to understand how it's made, I always try to do a little bit of research or experimentation so that I can use similar techniques in my own work if I need to. While the Adobe Creative Cloud suite is really versatile software I feel that it can be a little bit insular and that sometimes the available tools in it can end up dictating the limits of a users individual style. Being such an institution in the world of design can lead people to think that this software package offers everything you could want, but it simply doesn't.

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.

Stylistically I often prefer to use an overtly digital look, IE things that can only be made on computer like wireframes 3d geometry or something with a lot of random automated movement (if you look at my minor project you can see this in the noise driven contouring and flickering network model-esque visuals of dots and lines). I have a tendency to work in black and white, although I'm trying to avoid doing that all the time so I made an effort to use colour in most of my projects this year and I've found the results much more satisfying even though it takes a little bit more effort to find a good working colour palette than to just skip that step altogether by working in grayscale or black and white.