

System Transfer:

Shifting from analog to digital

2 day workshop with Paul Voggenreiter



For some time now, motion design has established itself in everyday graphic design. Whether in the commercial or artistic field, the moving image has become indispensable. This opens up a multitude of new possibilities and forms of expression for the designer, which are reflected in the final outcome but also stimulate the conceptual and design process.

The two-day moving poster workshop is aimed at graphic design students and young professionals who want to gain experience with motion design.

Accompanied by a short introduction and preliminary information, we will explore the interfaces between analog and digital graphic design, develop concepts and discuss them together based on a graphic poster. The workshop is more about discussion and concept-based solutions than a perfect outcome. The aim is to give tools and support for working independently rather than a 2-day After Effects course.

You can apply until March 5th with a poster that will then serve as the basis for your moving poster. The resulting work will be presented at the third edition of the FIG Festival of Illustration and Graphics.

workshop application information

- Deadline **05.03.2023**
- Send a black and white poster, Din A1 (594 x 841 mm)
- Use Typography + Illustration / Images / Moving Image
- 8 Posters get selected

material requirements for both dates of the workshop

- Laptop, Adobe In Design or Illustrator, After Effects (preferable setup in English language)

information that should be placed on the submitted poster

- System Transfer
- Moving Poster Exhibition
- 01.04.2023
- 19.00 h
- Port.A
- 17 Yanko Sakazov Blvd., 1527 Sofia
- Whatever else comes to your mind

NB! Keep your design simple and focus on typography + one or two more layers of imagery, Illustration or moving images.

Send your poster and a short description about your design and yourself to:

*E-mail subject should be: "System Transfer + your surname"

info@fig.bg