

L J UNIVERSITY
L J SCHOOL OF DESIGN
Syllabus for Bachelors of Design
Third Year I Semester 6

CODE	SUBJECT	CREDIT
10180609	Motion Graphics (Elective)	2
AIM		
	The purpose of this course is to provide the students with training methodologies and specific industry skills that will assist them in understanding the theory of motion design and to apply the same in creating content for broadcast and information media.	
CONTENT:-		
	<p>-Motion Graphics, a History : Introduction and Definition, History, Early example of Motion Graphics (Flipbook, Zoetrope), study various works done in Motion Graphics without the use of CGI. Motion Graphic vs Films, Computer generated Motion Graphics, Contribution of John Whitney and Saul Bass.</p> <p>-Creating Motion Graphics: Music Visualization, Audio Visual Art, Abstract films, Opening and End credit design for films, Video Art, History of Video Art, Prominent Video Artists, Video Art Today - Collage and Cut out animation as motion graphics, Typography, Animating text and shapes, Creating Montages, Photomontage, Video Montage, Hybrid animation.</p> <p>-2D and 3D Motion Graphics : Multimedia and Motion Graphics, Application of Motion Graphics, Presentation, Websites, Logo Animation.</p> <p>-Plugins and Tools : 2D Motion Graphic , exercises using Flash, Photoshop, After Effects - 3D Motion Graphics, Exercises using Maya. Default Plugins - Third Party Plugins – Workflow for creating content using other softwares.</p> <p>-Complex Motion Design : Creating Motion Graphic using combination of mediums, 2D & 3D, Integration of styles, Incorporation of Mediums, Creating gags, TV commercials, Channel Ads.</p>	
METHODOLOGY:-		
	Lecture with Demo using computers and sound editing equipments. Requires Computers, Cameras, Green screen and lighting equipments. Software's used Adobe After Effects , Boujou, Trapcode Suite.	
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • Motion Design and Animation by Arun.L , i-Nurture Education Solutions Pvt Ltd. • Motion graphic design: applied history and aesthetics By Jon S. Krasner • Motion Graphics with Adobe Creative Suite 5 Studio Techniques By Richard Harrington, Ian Robinson 	