

Motion Graphics

by Sophia



WHAT'S COVERED

In this lesson, you'll learn about motion graphics. Specifically, this lesson will cover:

1. Defining Motion Graphic Design

Motion graphic design is a time-based practice that applies design elements and principles to movement.

Motion graphic design is used for time-based projects, like TV, film, or anything that uses moving visual elements.



TERM TO KNOW

Motion Graphic Design

A time-based practice that applies design elements and principles to movement.

2. Title Sequence

A **title sequence** tells the film or show's synopsis, while introducing the names of the people that worked on the film or show.

Although it might not seem too amazing by today's standards, the implementation of the title sequence was actually a huge deal at the time. Motion graphics provided an extra visual interest to something that would have otherwise been bland or boring.

➔ **EXAMPLE** Imagine what it would be like to watch the intro to *Star Wars* if the text were just scrolling across the screen on a plain black background without music. It would be incredibly boring. Motion graphics provided that title sequences with extra substance and visual interest.



TERM TO KNOW

Title Sequence

Relays a film or show's synopsis while introducing the names of the people that worked on the film or show.

3. Saul Bass

An important figure in motion graphics was **Saul Bass**, a graphic designer who pioneered the use of motion graphics in films and commercials in the 1950s and 1960s.

His work was very extensive and well-received. Notable films he worked on include *North by Northwest*, *Psycho*, *Alien*, *Goodfellas*, and *Casino*.



TERM TO KNOW

Saul Bass

A graphic designer who pioneered the use of motion graphics on films and commercials in the 1950s and 1960s.

4. Sound and Editing

Motion graphics is different from graphic design because of the use of **sound**. Sound becomes very important as a design element; it greatly influences what visual elements are used and how they will be animated.

When animating, **editing** and timing become key concentrations in the motion graphics field. Editing is the process of piecing together segments of graphical sequence to convey a particular message in time.

Motion graphic designers must be conscious of timing the animations so the graphic elements seem natural in the environment, and so the elements provide the particular feeling or mood that the piece is attempting to convey.



TERMS TO KNOW

Sound

A wave vibration that produces an auditory effect.

Editing

The process of piecing together segments of graphical sequence to convey a particular message in time.



SUMMARY

In this lesson, you learned to **define motion graphic design** as a time-based practice for applying design elements and principles to movement. You then learned about the importance of a **title sequence**, and the work of **Saul Bass**. Finally, you learned about the role of **sound and editing** in motion graphic design.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ

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