Module specification

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Module code	ARD563
Module title	Motion Design
Level	5
Credit value	20
Faculty	FAST
HECoS Code	100057 – Animation
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme.
BA (hons) Animation	Core
BA (hons) Comics	Core
BA (hons) Graphic Design	Core
BA (hons) Illustration	Core
DipHE Graphic Design and Multimedia	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	30 hrs
Placement / work-based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

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Initial approval date	16/05/2022
With effect from date	September 2023
Date and details of revision	04/11/2022 Addition of DipHE Graphic Design and Multimedia (CBVC)
Version number	2

Module aims

This module aims to develop the student's knowledge and skills of motion, design, and motion for a commercial output, for example, advertising, social media, etc.

The module will also:

- Extend practice in a variety of motion graphic techniques culminating in design and production.
- Extend technical design skills and practice in relation to the subject matter being explored.
- Demonstrate an understanding of animation principles and purpose in relation to the creation of a motion graphic/animation.
- Develop skills in professional workflows in designing for motion and production.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate techniques using appropriate software in solving communication problems within motion design.
2	Provide evidence of planning, development, and completion of a motion graphic.
3	Demonstrate the principles, techniques, and technical skills utilised in the development of motion graphics.
4	Critically reflect on the processes and results based on established theory and practice.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic module handbook.

Students will produce coursework that demonstrates their ability to identify, appreciate and apply motion design methods and techniques with evidence of planning skills through layout studies and critical reflections. Students will submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4	Coursework	100%

Derogations

None

Learning and Teaching Strategies

The strategies that will be used for the delivery of this module are as follows:

- Lectures will allow students to identify, appreciate, and apply motion design methods and techniques.
- Students will develop skills in asset creation, manipulation, and organisation to use within an animated sequence or motion graphic.
- Assignments will enable students to produce animated sequences applying animation/motion graphic techniques.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and understanding of the student.

This module will also follow the *ALF (Active Learning Framework*) guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions that introduce students to the identification, appreciation, and application of designing for motion with an emphasis on planning, design, and development culminating in a final project. The syllabus will be broken down into the following sections:

- Idea generation (and problem solving) for a motion graphic.
- Planning, layout, and structure following the motion graphic pipeline.
- Development and refinement of a motion graphic.
- Technical skill development using software required to create a motion graphic.
- Critical reflection and evaluation.
- Coursework presentation skills.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Shaw, A. and Shaw, D. (2019), *Design for motion: Fundamentals and Techniques of Motion Design*. 2nd ed. Focal Press.

Other indicative reading

Williams, R. (2009), *The animator's survival kit*. London: Faber and Faber.

Blazer, L. (2015), *Animated storytelling - simple steps for creating animation and motion graphics*. San Francisco: Peach pit Press.

Employability skills – the Glyndŵr Graduate

Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication