

### **Course outline: Motion Graphics and Titles**

The course consists of a logical progression of classes, practical workshops and modules, taught and overseen by industry professionals run over three terms starting in January each year. Teaching sessions usually take place during Monday to Friday from 9.30am until 5.30pm.

Knowledge is imparted and experience gained through creative projects and production experience. You will compile a number of motion graphic projects submitted during the course and your final assessment will be based on the creation of a final showreel as well as your performance in your Progress Reviews. Please see the sections on Assessment Criteria and Assessment and Final Classification below for more information on how you will be assessed throughout the course and refer to the Module Briefs you will be given.

You are encouraged to review and evaluate the curriculum and to provide verbal and written feedback both on individual modules, the teaching and on the facilities at the School.

The course is designed to give you a thorough and wide-ranging understanding of the graphics elements of Television programmes and film and to develop the skills, knowledge and behaviours necessary to enable them to work effectively as part of a professional media design team.

The first stage of the course concentrates on the fundamentals of design and the software used to create two-dimensional static artwork.

During the second stage, you will begin to add movement to designs in both two and three dimensional projects.

#### **Course Milestones**

There are six key milestones:

1. Reaching the required proficiency with answering client design briefs using, where appropriate, relevant computer software packages
2. Producing a final motion project which meets or exceeds the standards set by the Senior Tutor
3. Mid-course assessment
4. Module assessments including external input from Sky Creative
5. External assessment and Final assessment.

#### **Course Modules**

The course comprises of the following modules and workshops:

## **Introduction**

You will register for the course and be welcomed to the School.

## **Springboard**

Meet tutors from across the school and sample the breadth of the NFTS.

## **Module 1 - 2D and Design Focus**

You will gain an introduction into the world of graphic design for Film and TV in 2D. Project briefs will be set and implemented. An understanding of Adobe Creative Suite will be taught. As part of this module, you will design a film poster combining imagery and typography, design and produce a finished storyboard and develop a brand identity for a TV programme in a short time frame.

## **Module 2 – Introduction to working in 3D and Ten Facts Project**

You will receive an introduction to working in 3D. A Project brief will be set to reflect the move to three dimensions, tuition in After Effects will assist this.

## **Module 3 – TV Summer Multi Camera project (SMC)**

You will assist the Television department in the production of graphics for the SMC shows including a brand logo, opening title, stings and lower thirds.

## **Module 4 – Graduation Projects**

You will study and explore creating support material for feature films, TV Graduation shows and/or documentaries including title sequences, incidental on screen graphics and poster and other advertising materials.

## **Module 5 – Final Motion Project**

For the culmination of the 2022 year, a final motion project will be undertaken. You will be given several briefs at a mid-point of the course to choose from. The aim is to set the mood, inform and inspire the audience, the piece should work in broadcast and across all forms of digital content. The aim is to create an outstanding motion sequence, a creative culmination of all that you have learnt.

## **Module 6 - Sky Placement**

You will spend 3 weeks with Sky Creative at Isleworth working as part of a creative team. You may specialise in supporting and contributing to design teams or template creation gaining an understanding of how Sky Creative operates. The studio operates on a hybrid basis whereby designers time spent Sky is split between home and studio.

## **Other Components of the Diploma**

### **Meet the Industry**

You will meet numerous professionals, visiting tutors, alumni and lecturers from a wide range of industry backgrounds throughout the course during workshops, seminars, visits and on productions. Where possible case studies and specific meetings are used to ground your learning in an industry context.

**Optional Productions**

In addition to the productions that are mandatory during the year, there are often many opportunities to work on additional student projects.

**Work Placement**

All students normally complete three weeks of work at Sky's Design Studio, subject to guidance and regulations governing COVID-19 allowing for this. If this does not take place, the Course Leader will look for a suitable, safe alternative to ensure that the learning outcomes for this module are met.