

Course outline: Motion Graphics & Titles

The course runs for one year and specialises in the development of key skills and creative talents needed in order to work in the area of Motion Graphics. The course focusses on:

- Encouraging creative development;
- Developing core software skills;
- Ability to present design concepts;
- Conceptualising projects from start to finish;
- Working to a brief;
- Working on collaborative group projects.

The first stage of the course concentrates on the fundamentals of design and the software used to create two-dimensional and the introduction of motion graphic techniques. During the second stage, students develop their motion graphics skills through studio projects, collaborative projects and substantial software teaching, before undertaking a placement at Sky for three weeks.

The course contains the following six assessed modules:

- Module 1 – 2D & Design Focus;
- Module 2 – Summer Multi-Camera Project;
- Module 3 – 3D & 10 Facts Project;
- Module 4 – Graduation Projects;
- Module 5 – Final Motion Project;
- Module 6 – Sky Placement.

Other workshops and seminars are also included during the year, providing valuable further opportunities to learn.

Modules

Module 1 – 2D Design Focus

This first module introduces you to the studio environment and the rhythm of a daily work pattern. We understand that each designer has their own skills and talents and the first project - designing a film poster, is a way for every student to create a piece of work that showcases their visual talents.

Alongside this is an introduction to the Adobe Creative Suite software, an integral part of realising a large amount of the design concepts that will be worked on.

We then introduce a storyboard project which involves the combination of interpreting words and imagery in the form of a finished storyboard, this narrative piece of work is a fundamental element of the design process. That will be utilised throughout the year.

The final project in this module examines design and typographic skills where we ask the students to develop a visual brand identity for a Cultural Arts Programme.

Module 2 – Summer Multi-Camera Project

In this module we make move into motion design proper. Each TV Entertainment Producer / Director must develop an original idea through the formatting, design, graphics and music and camera

scripting stages, as part of the Summer Multi-Camera (SMC) production in the NFTS TV Studio. Working in collaboration with the TV Entertainment students you create designs that work alongside their shows to add value to the programmes, setting out the overall brand and image of the show. You will design all the graphic assets for the show including a brand logo, opening title, stings and lower thirds and any other on screen graphics that may be required.

Module 3 – 3D & Ten Facts Project

From the introduction of the Adobe Creative Suite in Module 1 we now put a greater emphasis on the teaching of AfterEffects and introduce Cinema4D, two pieces of software at the core of Motion Design. To enable this, we introduce projects that will require core elements of moving graphics. The first is the design of a film title sequence. From a list titles each student chooses a film designing an intro piece, utilising design and typographic skills, and introducing editing skills and music into the project.

The Ten Facts Project consists of choosing from a number of options to design a motion piece describing ten facts about a chosen subject within a designated time of one minute. A project that tests your skills in conveying information within a time frame utilising typographic, graphic, editing and script skills.

Module 4 – Graduation Projects

This module requires the study exploration the creation of support material for TV Graduation projects, and/or Documentary and Fiction Graduation Films. This involves you working collaboratively with students from various courses to prepare title sequences, incidental on-screen graphics and poster and other advertising materials. This is designed to enable and refine the skills employed in previous modules, to push creativity and to gain further experience in producing graphics for television shows and film projects.

Module 5 – Final Motion Project

This module requires you to create a motion sequence which works in broadcast and across all forms of digital content. This brief is announced in Term 2 offering several options to choose from that are deliberately open to give freedom to express creativity and technical skills at the highest level. Work on this project begins in Term 2, before undertaking the majority of the work during Term 3. The aim is to set the mood, inform and inspire the audience in a sequence which provides a creative culmination of the work completed on the course. The project should bring together the skills learnt on the course, in one long form in-depth creative project.

Module 6 – Sky Placement

In the month after the completion of the course you are given the opportunity to experience a real design studio, working for Sky Creative on a three week placement. A project is set and overseen by Sky's team. It offers an invaluable experience in understanding how projects are designed and structured within a real working environment.

Other Components of the Diploma

Moving Graphics – Animation & Film Techniques

Building on the knowledge gained in the development of storyboarding and narrative structure during Term 1, you are given the task of animating a piece of poetry. You will combine visuals with the spoken soundtrack, introducing you to Adobe AfterEffects, the industry standard motion design software.

Exhibition Visit

During Term 2, you will visit a current exhibition in London, something visual and inspiring, and build a project around the visit. You will then be asked to develop a piece of motion work to promote the exhibition.

The Five O'Clock Show

This exercise in Term 3 sees you further develop your skills through working on material for a daily TV show to be live broadcast from the NFTS TV Studios. This is a fast-paced project involving pitching of concepts and working as a design team in order to realise the assets needed for the programmes.

Film Branding & Design

This task in Term 3 sees you collaborate with the Marketing, Sales, Distribution & Exhibition students on the branding and design concepts for a pre-released film.

Showreels / Portfolio and Website

During the final weeks of the course in Term 3, you will be tasked with preparing your showreels / portfolio and website to help prepare you for working in the Industry.