

## COURSE DESCRIPTION

### MOTION GRAPHICS

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| <b>Course title</b><br>Motion Graphics                                                        | <b>Kursustitel</b><br>Motion Graphics                                                                                                                                                                                                                                                                                                                                |
| <b>Exam code / Course code</b><br>BK2MO--KME / F27BK2MOUV                                     | <b>Approved</b><br>28.04.26                                                                                                                                                                                                                                                                                                                                          |
| <b>Level and semester</b><br>BA 4th semester                                                  | <b>Field of study</b><br>Communication Design                                                                                                                                                                                                                                                                                                                        |
| <b>ECTS</b><br>17,5                                                                           | <b>Responsible</b><br>Laila Grøn Truelsen                                                                                                                                                                                                                                                                                                                            |
| <b>Exam form</b><br>Semester exam<br><br>Combination exam:<br>Oral defence and design product | <b>Assessment</b><br>7-point grading scale<br><br>The exam is an overall evaluation of the presented design product and the oral defence                                                                                                                                                                                                                             |
| <b>Censor</b><br>External                                                                     | <b>Extent/duration of exam</b><br>The duration of the total semester exam is 60 minutes:<br>20 minutes for the student's presentation<br>20 minutes for discussion<br>20 minutes for deliberation and announcement                                                                                                                                                   |
| <b>Group exam</b><br>It is not possible to take the semester exam as a group exam.            | <b>Prerequisite</b><br>As a mandatory prerequisite for participation in the exam, the student must deliver a learning portfolio for the semester before a deadline set by the study administration. The learning portfolio is not part of the exam.<br><br>Exchange students are exempt, and do not need to hand in a learning portfolio to participate in the exam. |

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#### Course objective

The course Motion Graphics introduces the design of moving visuals. At its core, Motion Graphics is about bringing graphic elements and digital design to life through animation. The aim of the course is to equip students with the skills to develop visually engaging solutions that effectively communicate a message or tell a story to a specific audience.

Motion Graphics can be used across a wide range of platforms and for various purposes: within organizations to communicate information internally, on social media as part of larger campaigns, or, for example, to visually convey music at concerts. Motion Graphics may include explainer videos, infographics, logo animations, campaign films, TV series intros, and much more.

Students learn how to translate complex concepts and specialized terminology into clear, understandable, and visually dynamic narratives that are relevant to the sender, message, medium, and target audience at a professional level.

In the course, students work with both 2D and 3D graphics, animation, animation techniques, and video editing, while developing competencies and practical skills in the use of relevant industry-standard software.

#### Learning outcome

At the examination, the student is expected to:

##### Knowledge:

- *have knowledge of methods for designing and animating graphics that communicate ideas and messages through motion*
- *have an understanding of different platforms and formats where motion graphics can be applied, including social media, internal communication, and performance contexts such as concerts*

##### Skills:

- *be able to work with both 2D and 3D graphics, as well as animation techniques that ensure high visual quality and effective communication*
- *be able to create motion graphics that effectively communicate a message or tell a story to a target audience, regardless of the medium*
- *be able to use relevant software applications for creating and animating graphics*

##### Competences:

- *be able to develop and apply an appropriate aesthetic expression that supports both the sender's message and the audience's understanding*
- *be able to reflect critically on one's own design decisions in relation to technique, aesthetics, and communication, and refine the work based on feedback and feedforward*
- *be able to integrate knowledge of visual storytelling, animation, and technology to develop relevant solutions*

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#### Generic learning outcome

In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*