

Motion Graphics (similar to DSGN 457)

Key Principles

What is composition?

What is composition?

Composition is the way a design is laid out/how it is put together and structured.

6 THEMES OF GOOD COMPOSITIONS

1. Dominance (or Focus)

6 THEMES OF GOOD COMPOSITIONS

1. Dominance (or Focus)

2. Balance (not necessarily Symmetry)

6 THEMES OF GOOD COMPOSITIONS

- 1. Dominance (or Focus)**
- 2. Balance (not necessarily Symmetry)**
- 3. Harmony [= Unity + Variety]**

6 THEMES OF GOOD COMPOSITIONS

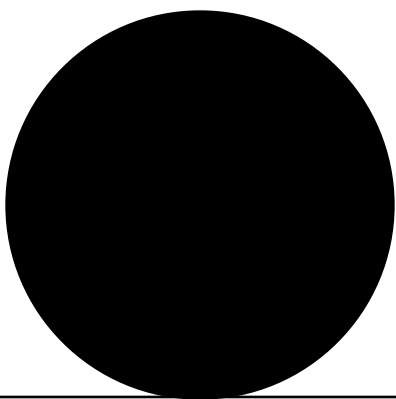
- 1. Dominance (or Focus)**
- 2. Balance (not necessarily Symmetry)**
- 3. Harmony [= Unity + Variety]**
- 4. Contrast**

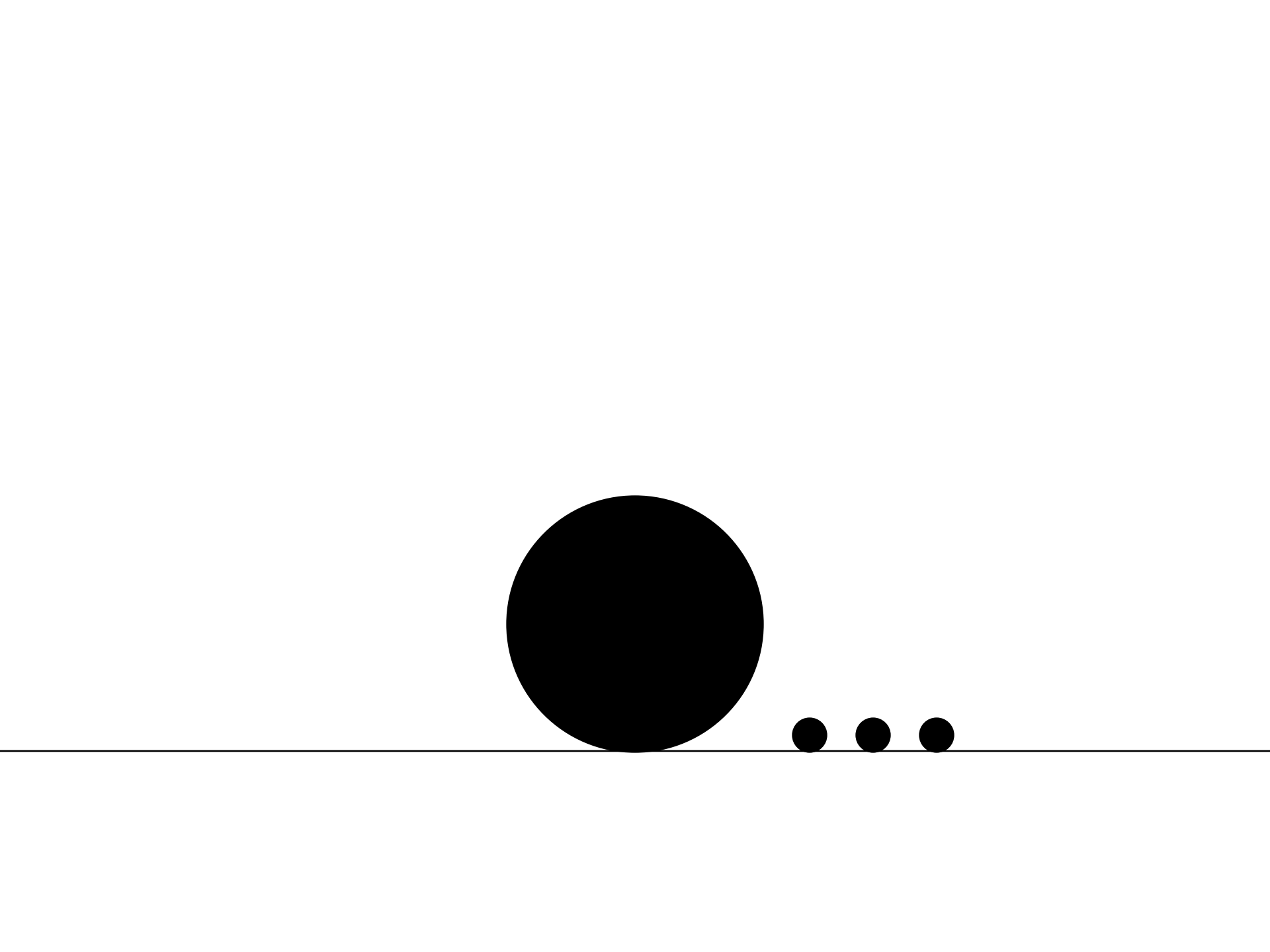
6 THEMES OF GOOD COMPOSITIONS

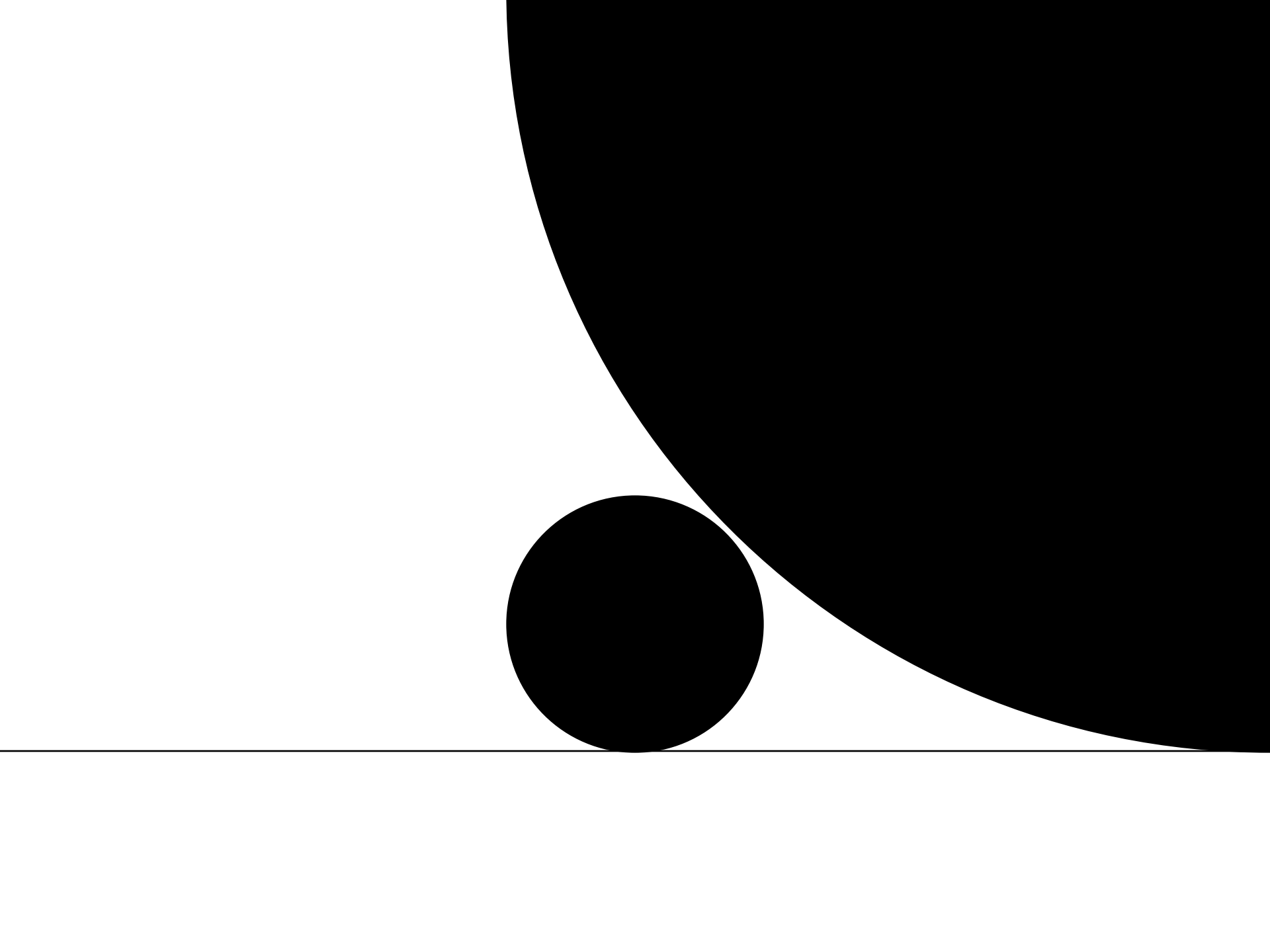
- 1. Dominance (or Focus)**
- 2. Balance (not necessarily Symmetry)**
- 3. Harmony [= Unity + Variety]**
- 4. Contrast**
- 5. Movement (or Rhythm)**

6 THEMES OF GOOD COMPOSITIONS

- 1. Dominance (or Focus)**
- 2. Balance (not necessarily Symmetry)**
- 3. Harmony [= Unity + Variety]**
- 4. Contrast**
- 5. Movement (or Rhythm)**
- 6. Scale**







OVERVIEW

Form Typography, Imagery

Space Composition/Frame, Ground, Depth,
Masking

Motion Direction, Orientation, Rotation, Easing

Time Transition, Rhythm, Duration and Pause

Sequence Structure, Juxtaposition, Hierarchy

FORM

TYPOGRAPHY

different sizes, cases, faces, dimensions,
kerning, leading, grouping, proximity

modern

modern history

modern history

working vacation

W _____

*n common
n common
n common
n common
n common
n common
n common
n common
n common
n common
n common
n common
n common
n common
n common
n common
n common*

mon abnormality

abnormality

FORM

IMAGE

different styles, vector, hand-drawn, 3D,
painterly, video



SPACE

FRAME AS A ROOM

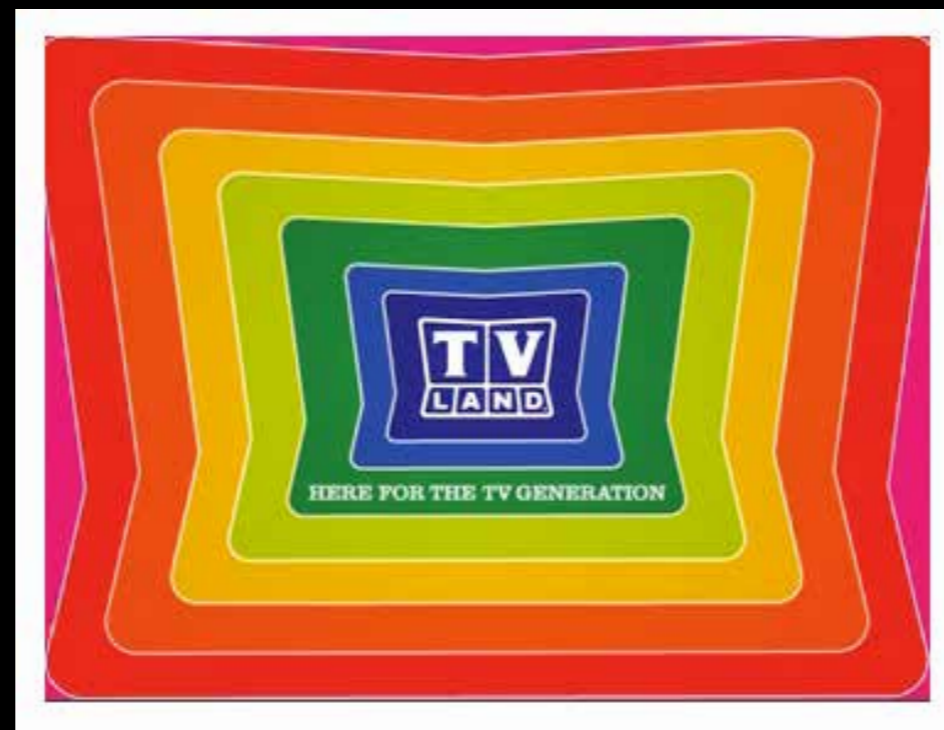
contains the imagery inside the 4 walls of the frame



SPACE

FRAME AS A WINDOW

indicates there is a larger environment outside the frame when the image bleeds past the edge of the frame



SPACE

TYPOGRAPHIC LAYOUTS

can explore asymmetrical balance,
emphasis, space, and transition

ready
16 people

HAVE LISTENED TO HER TEARS
CHOKED IN HER SLEEP
AS SHE LAY BESIDE HIS CORPSE
HAVE STOOD AT NIGHT
BESIDE HIS BROTHERS GRAVE

OR

HAVE DRAGGED HIM
HALT DEAD
ACROSS THE FROZEN GROUND
HEARD HIS MOTHER SCREAM
AS SHE LEARNED
THAT HER SON WAS AT LAST

thanks f
HEY

Giorgio Napolitano
Dick Cheney
Stephen Harper
Alvaro Uribe
Queen Elizabeth II
Fidel Castro
Pope Benedict XVI
King Jigme Khesar Namgyel Wangchuck
Asif Ali Zardari
Pratibha Patil

programs
SPAWNING GOVERNMENT
BY CREATED
they themselves
in most cases that
RESPOND TO CRISIS
INVARIABLY
POLITICIANS
NEW

THEY'RE
GUNNING
BUGGERS,
HUMANS.

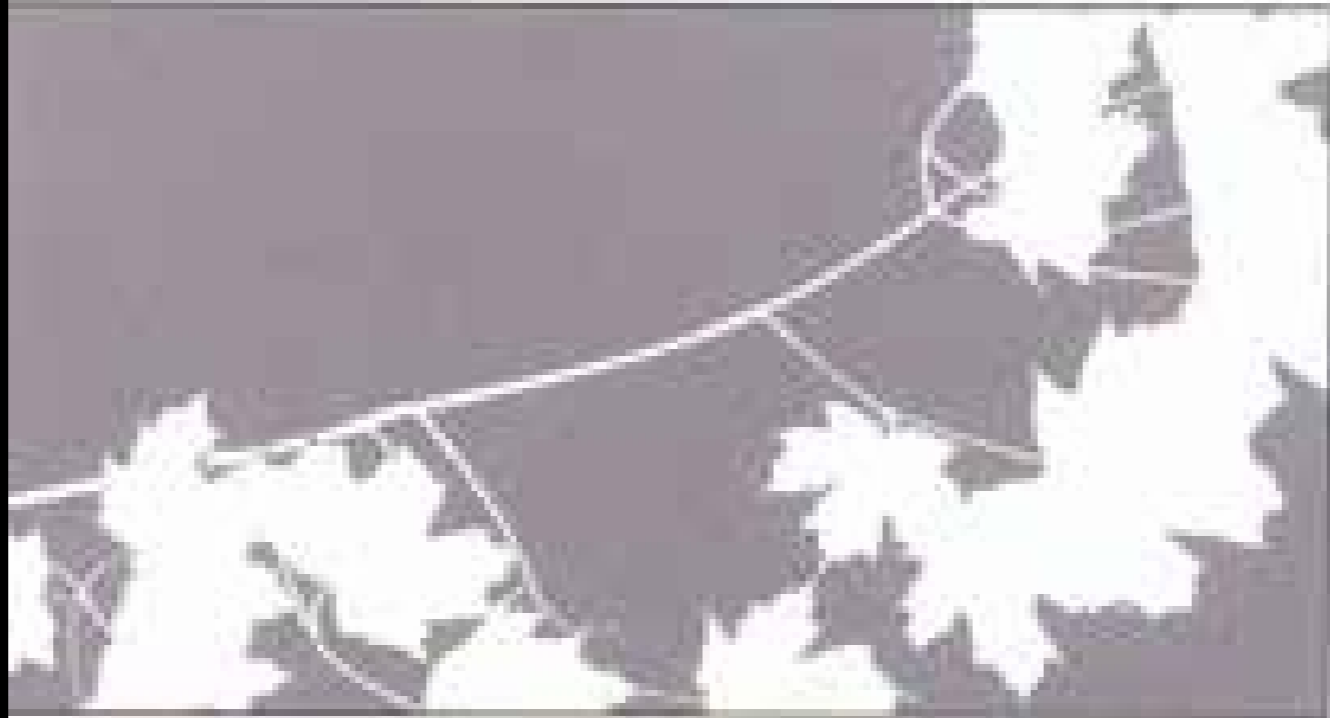
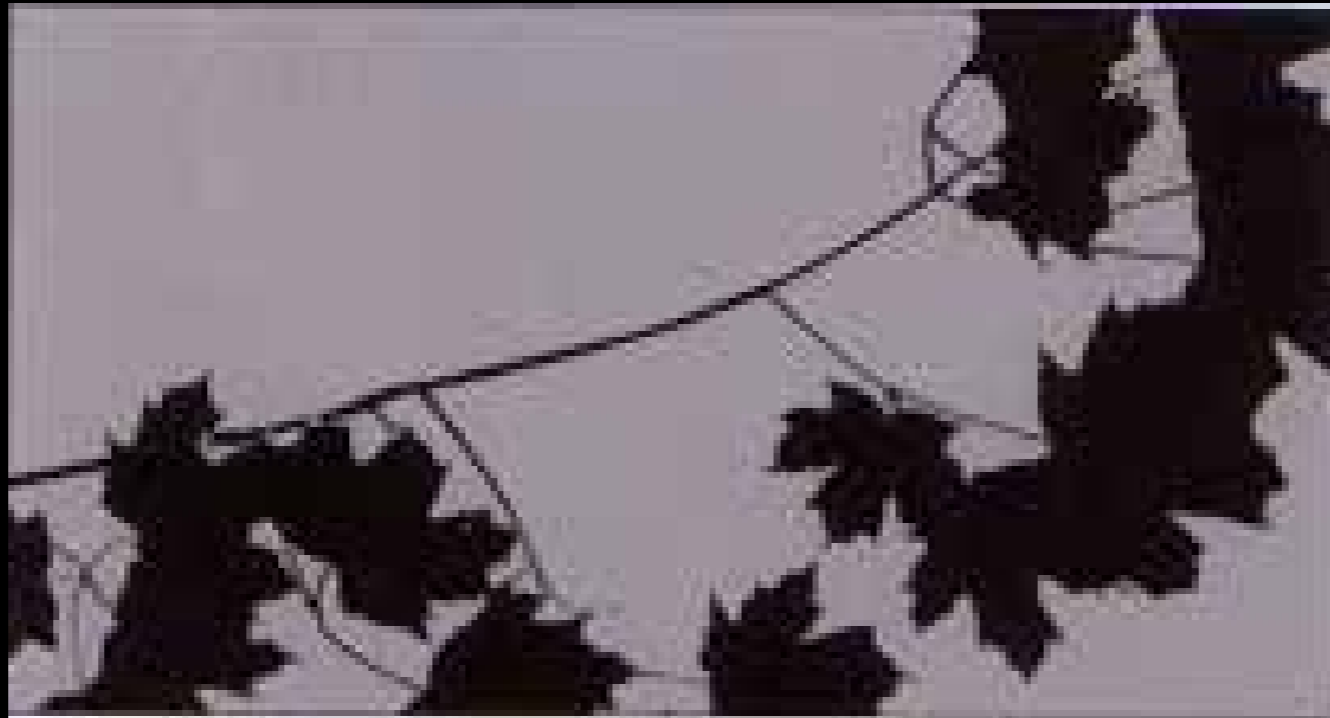
50 went
inside of
HERBERT
GLERBETT.
POUNDS OF
LEAD

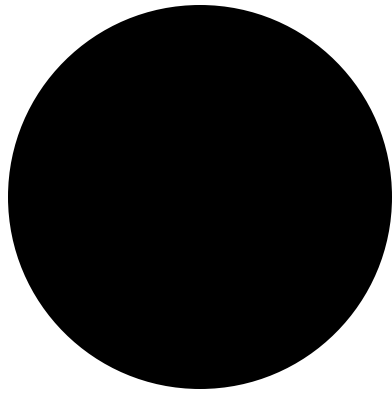
strange
of SOME
THING
that does not
SMILE.

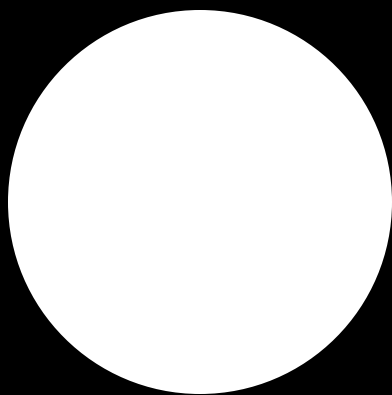
FIGURE/GROUND

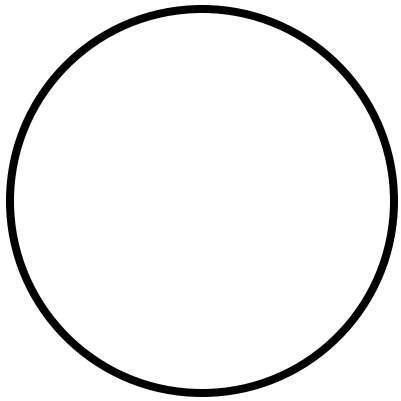
we associate darker colors and/or larger undefined shapes as the ground and the lighter more defined shape as the figure

visually associating the ground (background) with the figure









FIGURE/GROUND (cont.)

When visual weight is equal...

Position: bottom tends to figure.

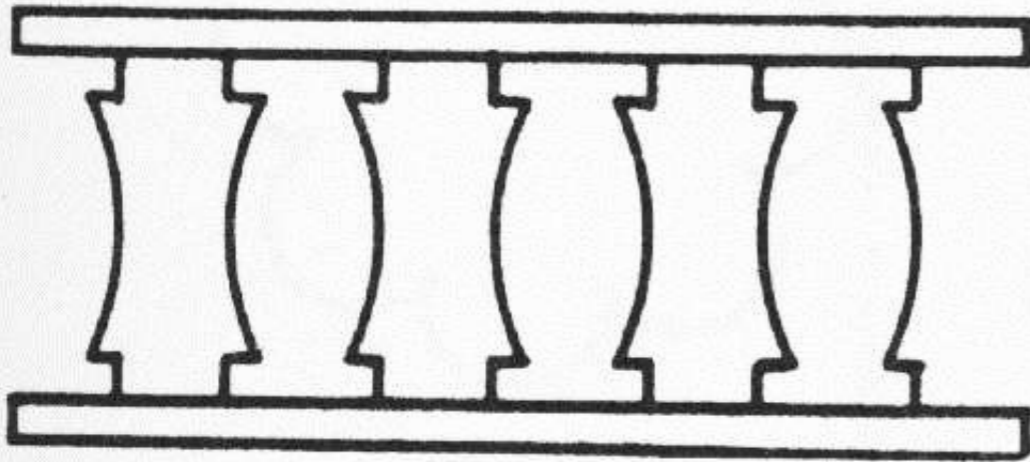
Value: dark tends to ground

Position > Value

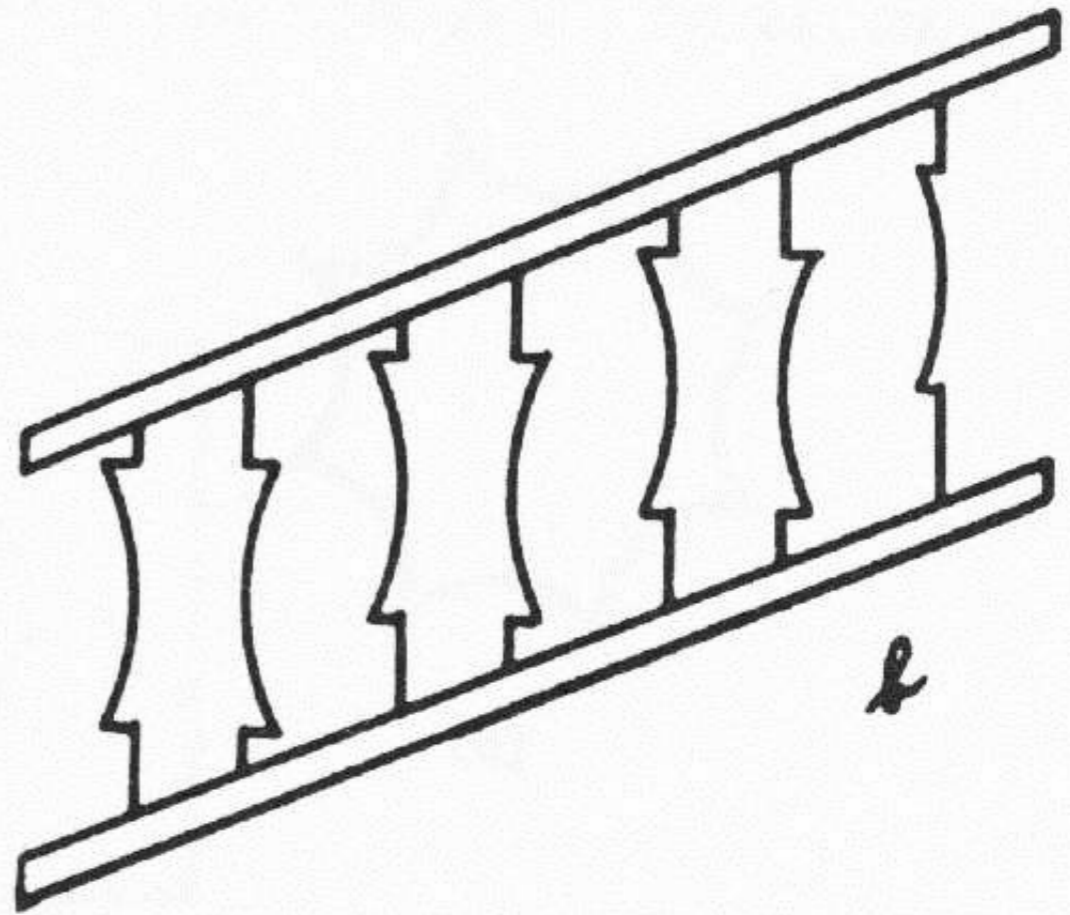
Simplicity: the simpler form tends
to figure

Concave tends to ground

Convex tends to figure



a



b

Figure 166

SPACE

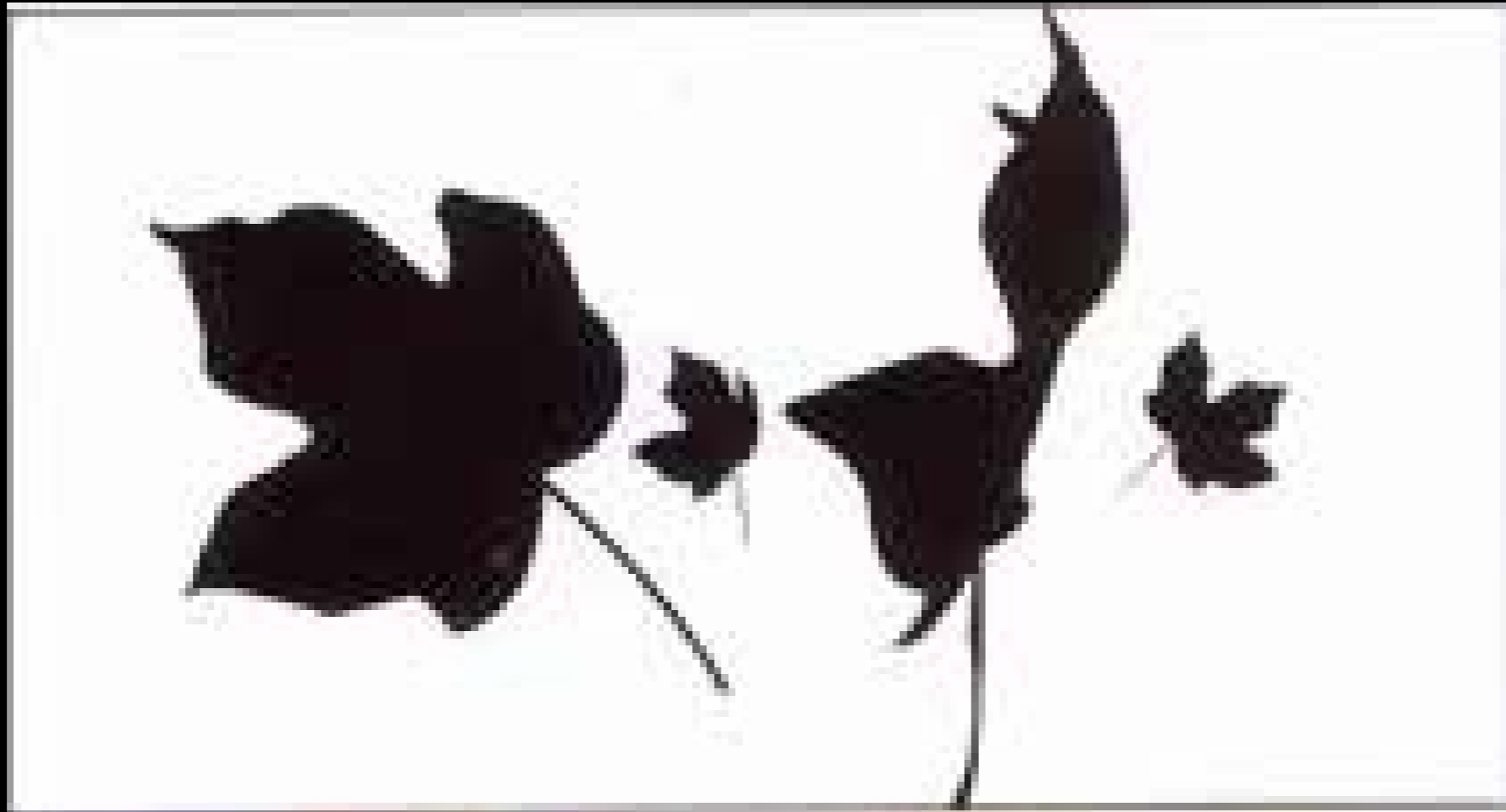
DEPTH

can create illusion of space in 2D
environment

SPACE

DEPTH

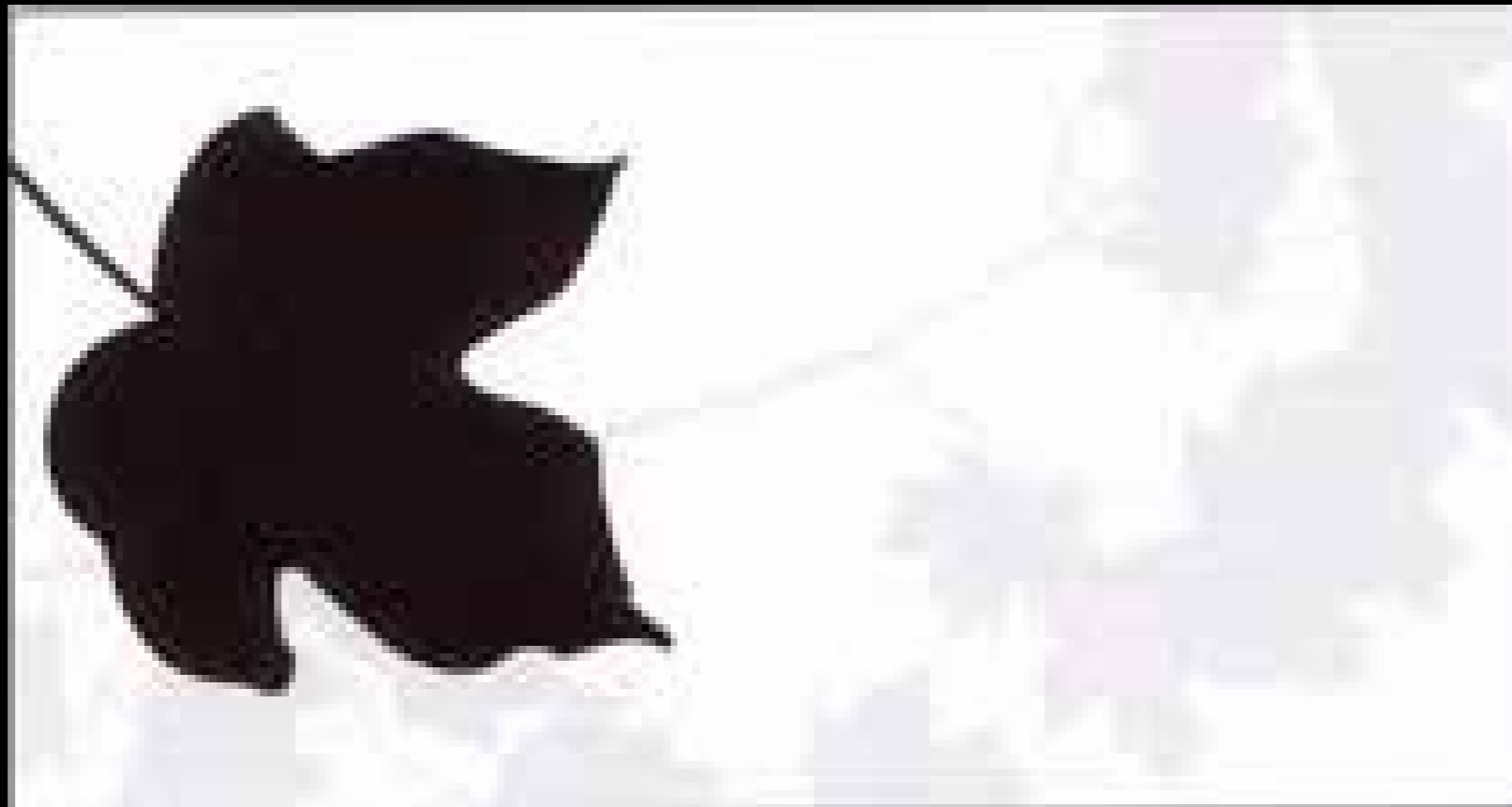
scale shift



SPACE

DEPTH

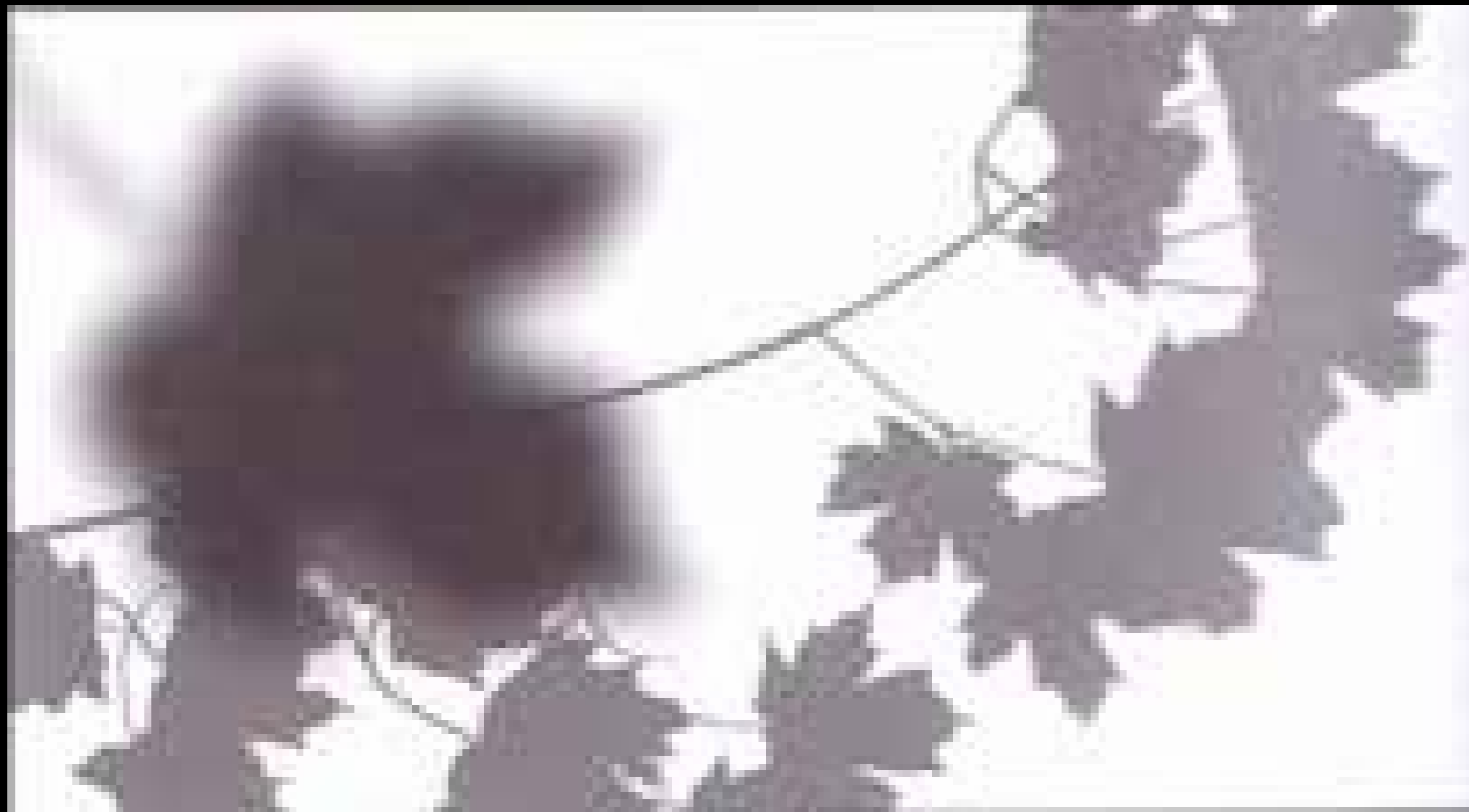
value shift



SPACE

DEPTH

focal shift



SPACE

DEPTH

masking



SPACE

DEPTH

masking

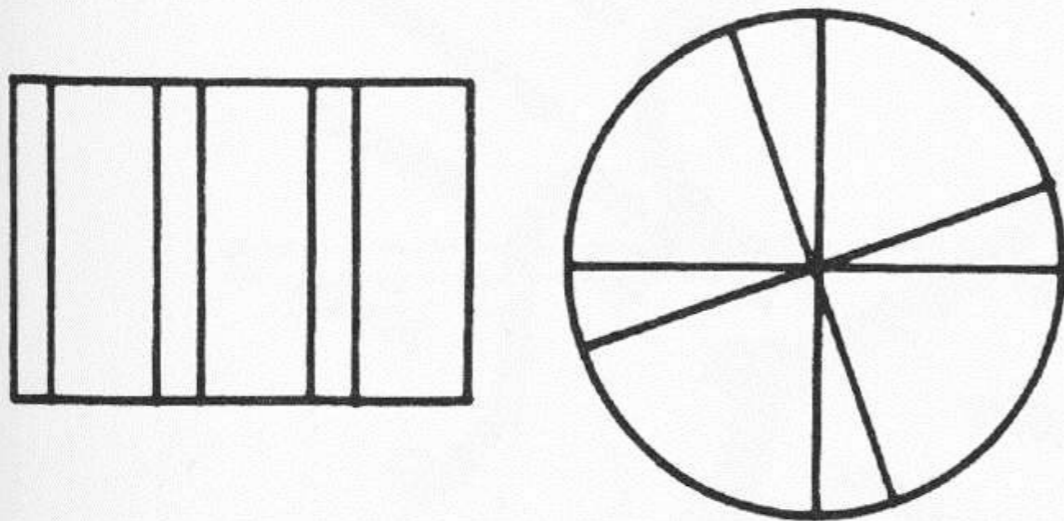


Figure 161

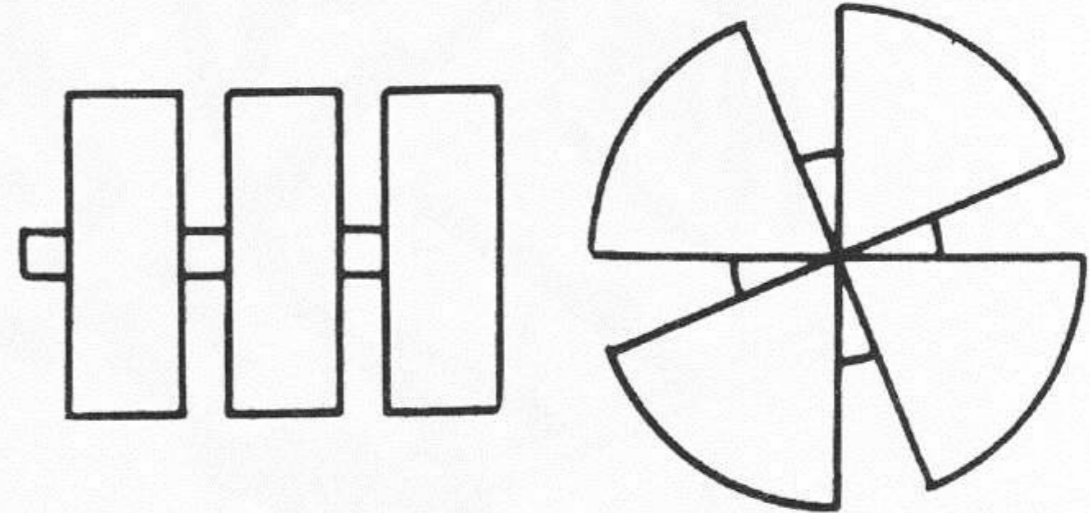
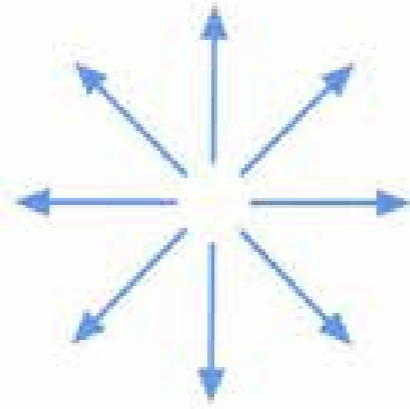
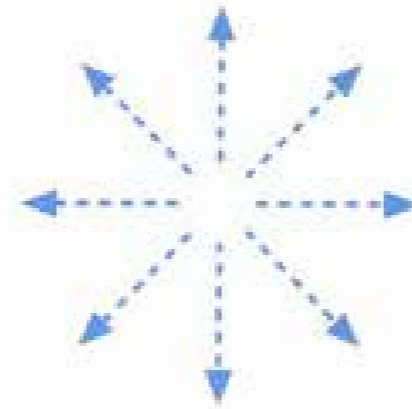


Figure 162

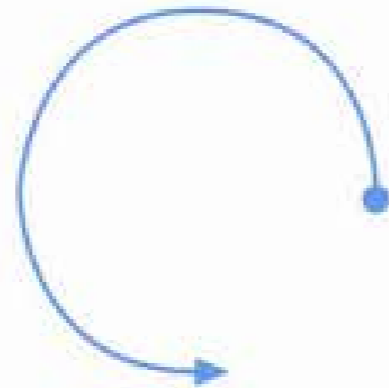
MOTION



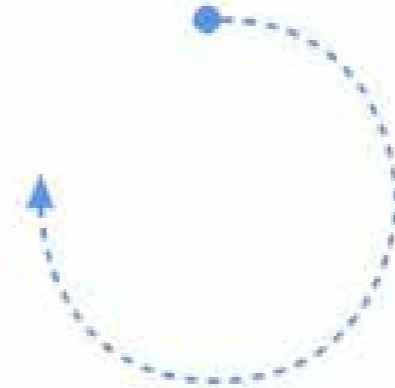
Linear direction, flat



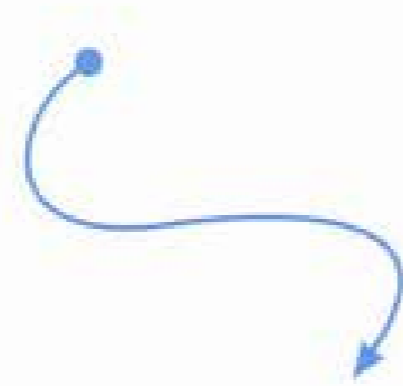
Linear direction, spatial



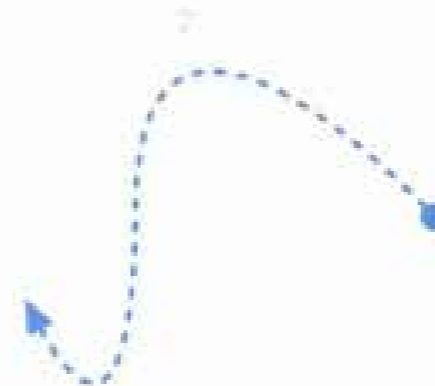
Rotation, flat



Rotation, spatial



Random direction, flat



Random direction, spatial

TIME

TRANSITION

traditionally emphasize the passage of time

forward movement happens when one entity changes or transforms into another, or shifts in meaning occur

TIME

WIPE

linear wipe, wipe with an object, process of revealing something





TIME

FADE

fading in or out



TIME

RHYTHM

between visual and audio, parallel structure, irregular structure, counterpoint structure

PARALLEL STRUCTURE



Visual elements: consistent rhythm and pace



Audio: consistent rhythm and pace

IRREGULAR STRUCTURE



Visual elements: inconsistent rhythm and pace



Audio: consistent rhythm and pace

COUNTERPOINT STRUCTURE



Visual elements: slow rhythm and pace



Audio: fast and consistent rhythm and pace

COUNTERPOINT STRUCTURE



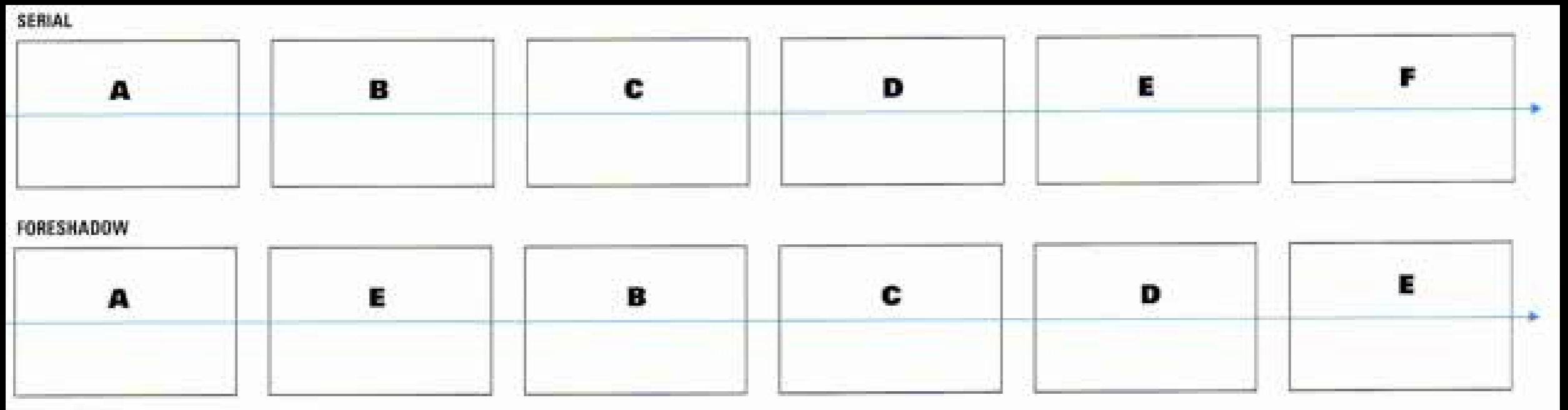
Visual elements: fast rhythm and pace



Audio: slow and consistent rhythm and pace

SEQUENCE

LINEAR



SEQUENCE

NON-LINEAR

