
Image Creation & Animation

Lectures of Dr Edit Csanák

1/9 INTRODUCTION

INTRODUCTION TO MOTION PICTURE & ANIMATION

Contents:

- **What Is Motion Graphics?**
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WHAT IS MOTION GRAPHICS?

About the motion graphics

In today's visually rich, digitally connected world, a viewer cannot watch TV, view a film screening at a cinema, or browse the Internet without being bombarded by motion graphics. This course aims to act as a primer in the world of motion graphics regardless of your area of expertise. It aims to provide you with a wide understanding of the discipline and a familiarity with the core principles, concepts, and terminology.

The movement

Everything moves around us. The movement is elementary feature of the visible World.



Figure 1. Dancing actors in movement

The movement in art

Artists - painters, graphic designers, sculptors - were always amazed by the movement, and were interested in its representation.



Figure 2. Works of contemporary artists

Animation of video games: Strike Suit Zero

Motion graphics specialists Territory produced in-game display overlays, cinematic sequences, and a release trailer for the game Strike Suit Zero. The graphics serve a dual purpose of providing valuable technical and contextual information to enable the player to play the game, as well as providing an immersive and captivating experience to enhance the believability of the world.

Figure 3. Strike Suit Zero by Motion graphics specialists Territory



Animation of video games: Killzone overlays

Sony Entertainment Corporation's game series Killzone features a selection of cut scenes and Head Up Display overlays developed by Territory. These provide additional information that allows the players to have a fuller interactive experience and deeper emotional connection with the story.

Figure 4. Killzone overlays by Motion graphics specialists Territory

THE COURSE CONTENT

Course Description

Examination of concepts, characters and storyboards for basic animation production. Emphasis on creating movement and expression utilizing traditional or electronically generated image sequences.

Introduction to traditional animation; course includes design, storyboarding, stop-motion and character animation. Gives students a working knowledge of animation techniques necessary to design animation sequences.



Figure 5. Characters in movement

The course is based on 2 elementary literature, and it is structured into two parts.

1. The first part introduces the “toolset” of the motion graphics, as a series of core concepts and principles of graphic production and motion graphic design. It also introduces the History of Animation.

2. The second part of the course consists of a detailed examination of the motion graphics design process and workflow for both sole producers and members of larger production teams.

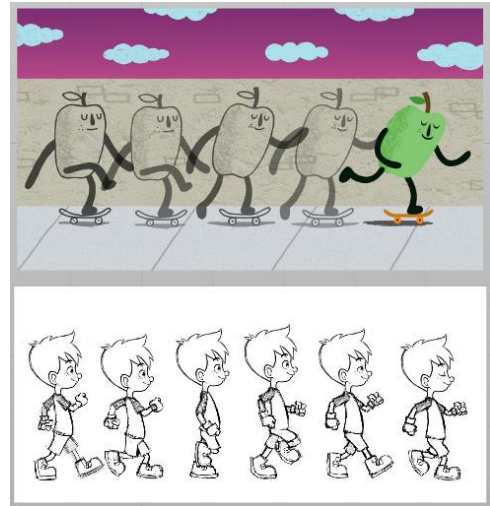


Figure 6. Animated characters

During the course, students will gain basic skills in a series of practical exercises to try themselves.

THE USE OF ANIMATION

Watching of the videos:

- **G STAR - The Art of RAW**
- **G STAR Raw - The Skelton Dog¹**

¹ G-Star has used the Sergio Pizzorno guitar player and Keenan Kampa Ballerina for the video of "The Art of RAW" Autumn-Winter 2013 campaign; Video: Rakin.