

GD157 Motiongraphics

Welcome

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Class website: laurahuisinga-design.com/GD157

Links

Class Website: <http://laurahuisinga-design.com/GD157>

Syllabus: http://laurahuisinga-design.com/GD157/_IMG/GD157Syllabus_F17MW.pdf

Google Classroom: <https://classroom.google.com/u/1/c/NzExODYwMzYwMFpa>

Pre Storyboard

Start with Creative Brief

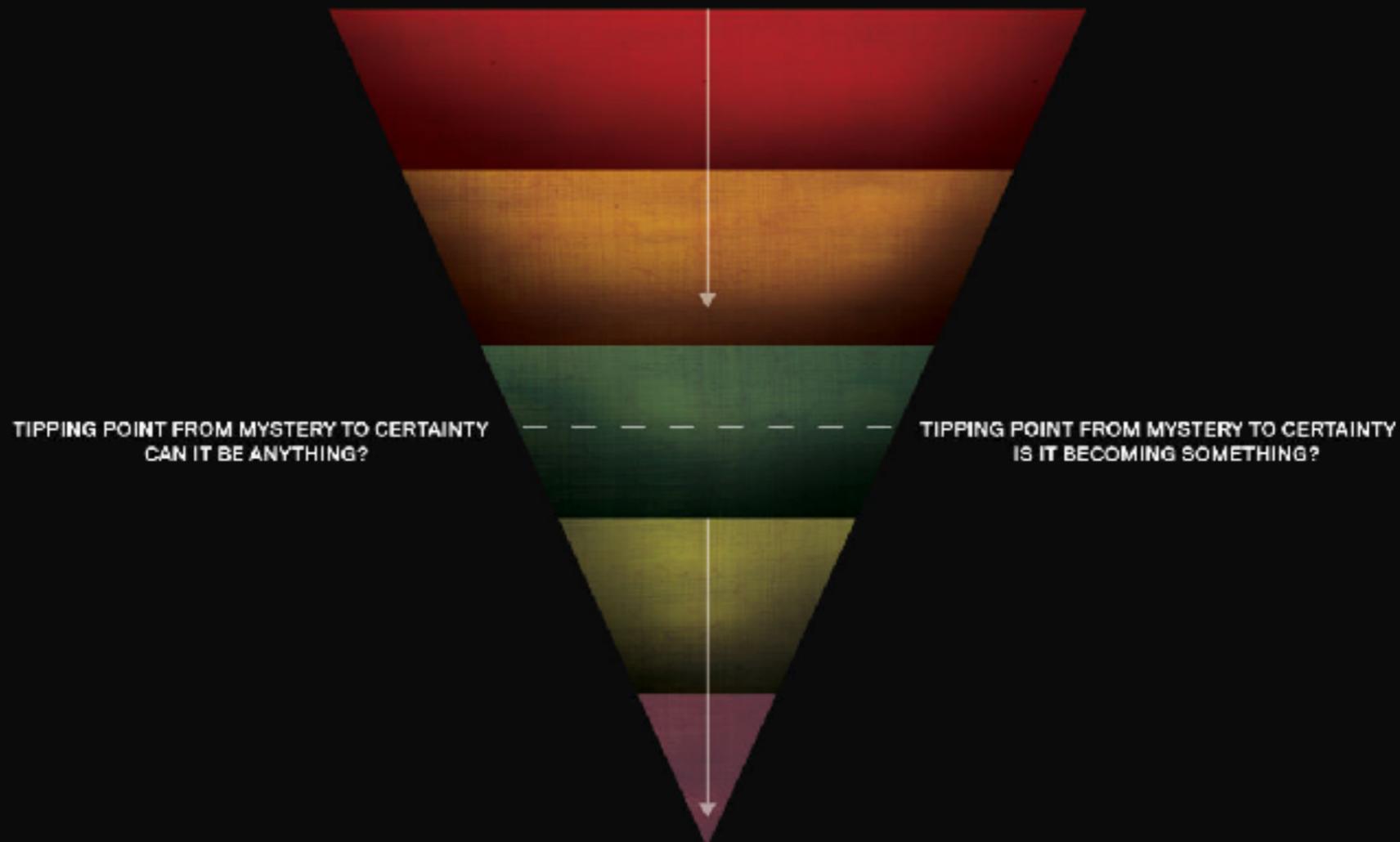
Review the project statement, make sure you understand all requirements. Class project statement is like the creative brief from you client.

PROCESS

IT CAN BE ANYTHING... INFINITE POSSIBILITIES

AS BEST YOU CAN, TURN YOUR INTERNAL EDITOR OFF AT THIS STAGE OF THE CREATIVE JOURNEY

BEGIN WITH A CREATIVE BRIEF



FINISHING TOUCHES AND DETAILS. PROJECT IS CLEARLY DEFINED AND COMMUNICATES CERTAINTY.

IT IS DEFINITELY SOMETHING...
FINITE CHOICES HAVE BEEN MADE

OUTCOME

Pre Storyboard

Create a mood board or Idea/Mind Map

Mood board: Display the style of your motion graphic as a mood board with a collection of found images and video screenshots with a unified theme in mind.

Mind Map: method for getting information, ideas, and concepts in and out of your brain – it's a creative and logical means of note-taking and note-making that literally 'maps out' your ideas.

Pre Storyboard

Figure out your Narrative

Outline your beginning, middle and end.

What is the point? What is the story you are telling?

Pre Storyboard

Voice script and Shot List

Develop scene-by-scene description



Storyboard

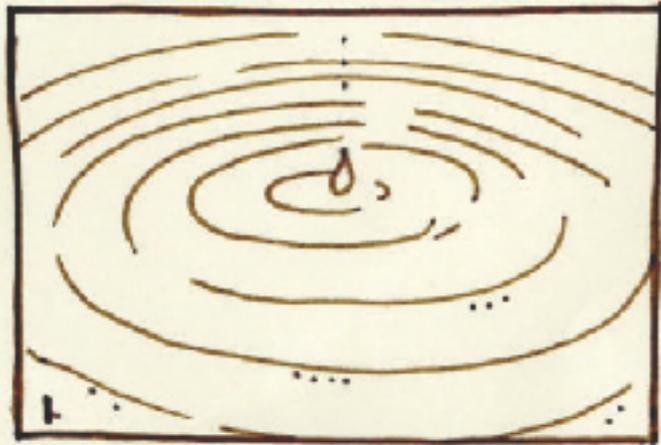
Time to Sketch!

Develop sketch of main scenes, and transitions.

Add times to storyboard

Do quick Sketches 1-3 min per sketch







Storyboard

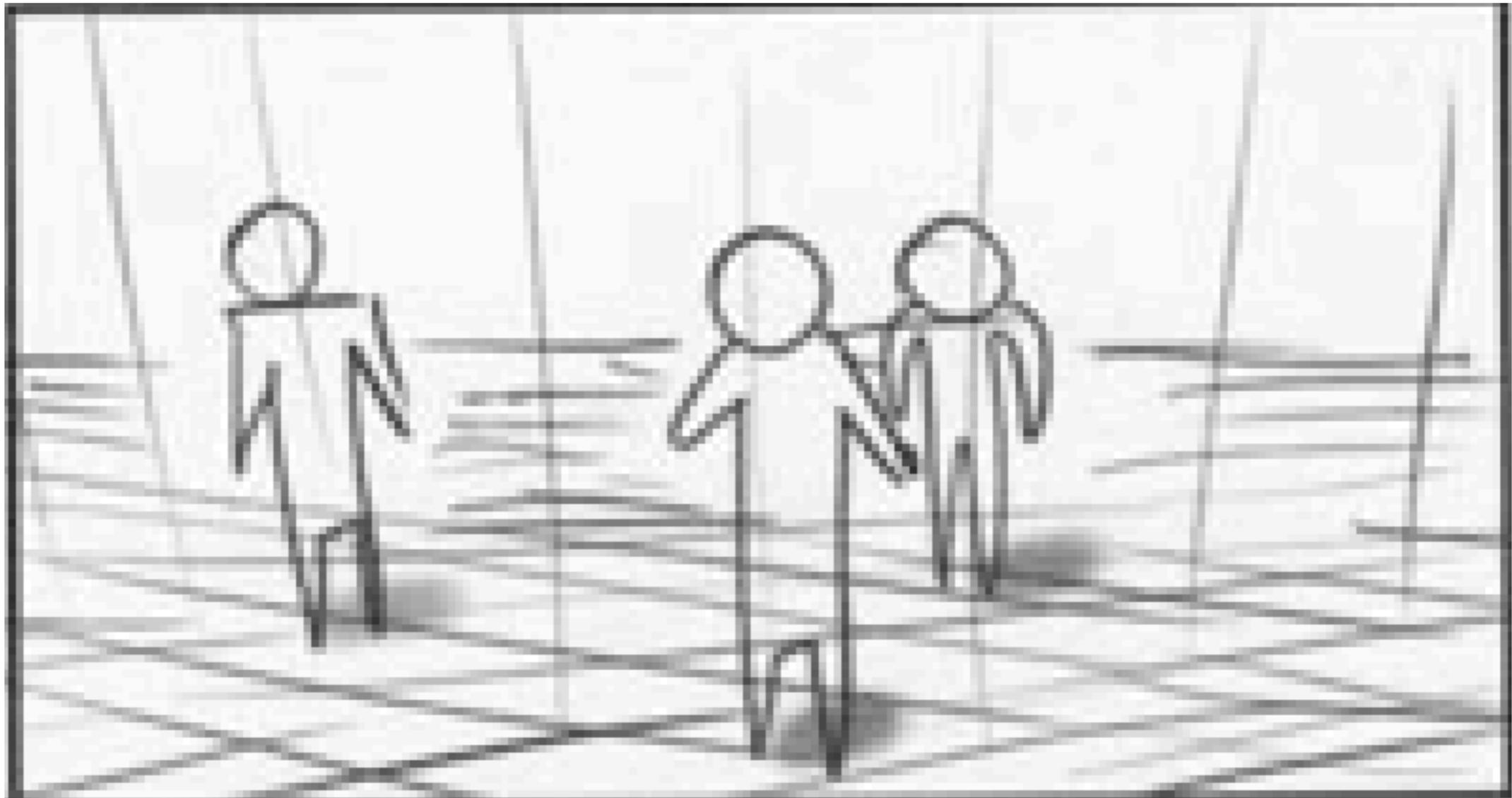
10 Tips for Storyboarding

storyboards are comic-like drawings used to show shot layouts and composition



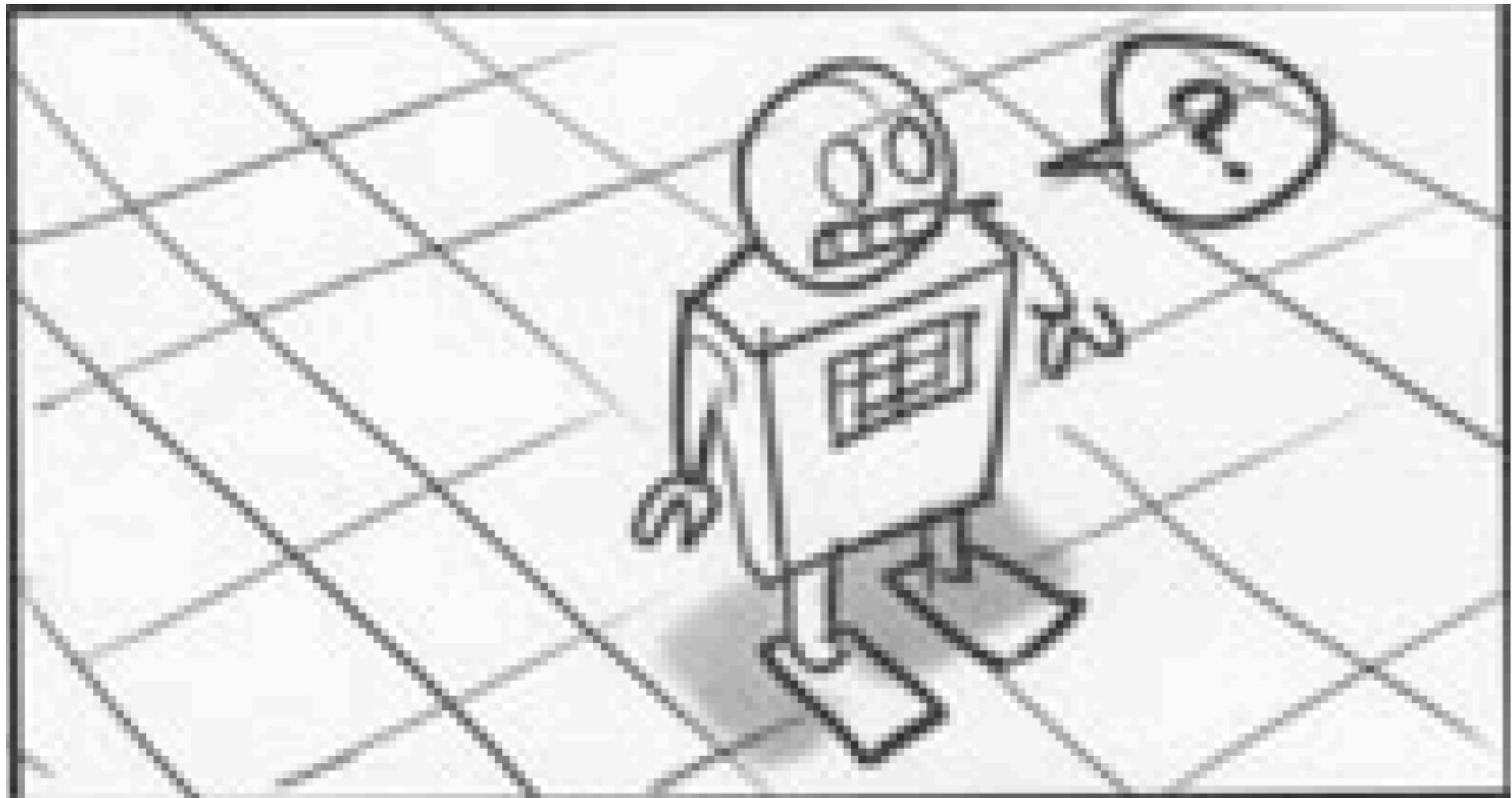
Storyboard

1. Avoid flat staging unless when necessary
Outline your beginning, middle and end.



Storyboard

2. Lay down grids to help “ground” your characters and compositions.



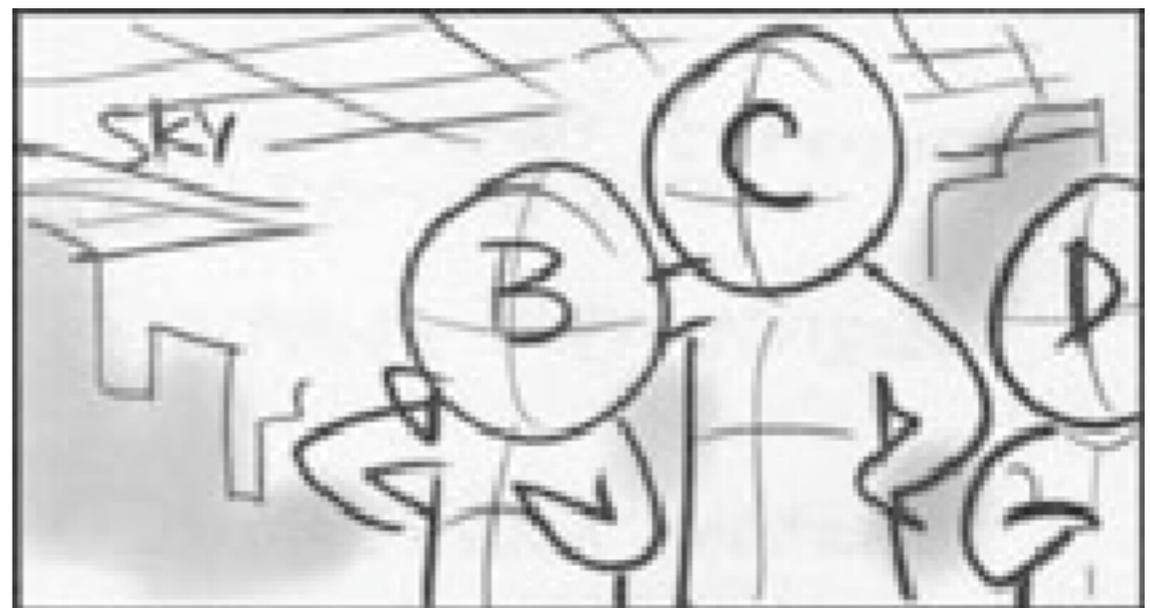
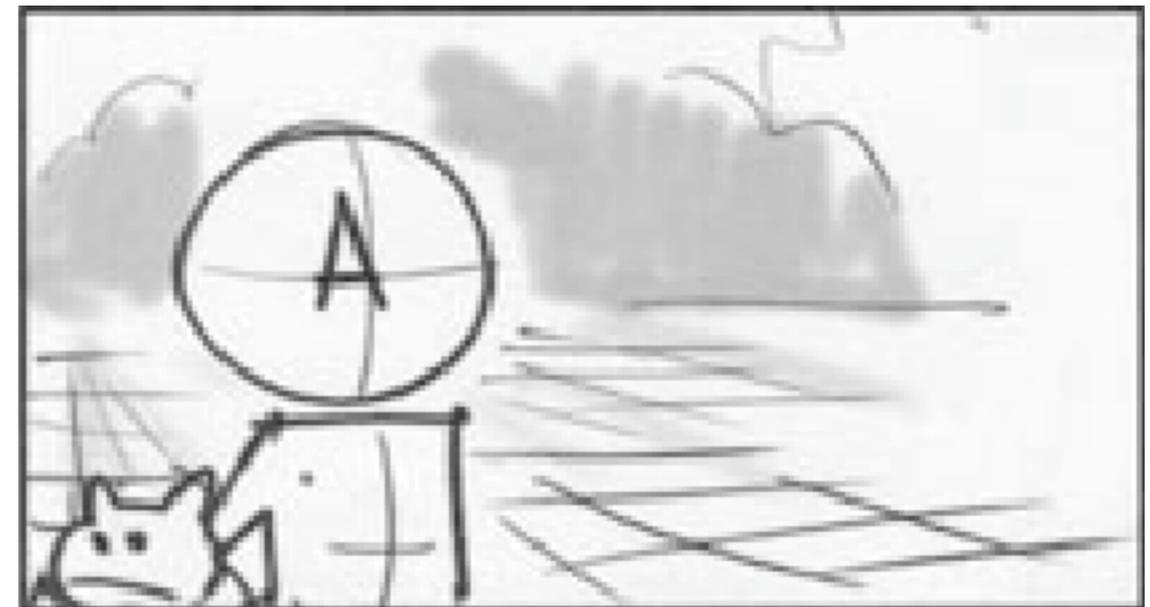
Storyboard

3. Use foreground, mid-ground, background & *far* background to sell depth.



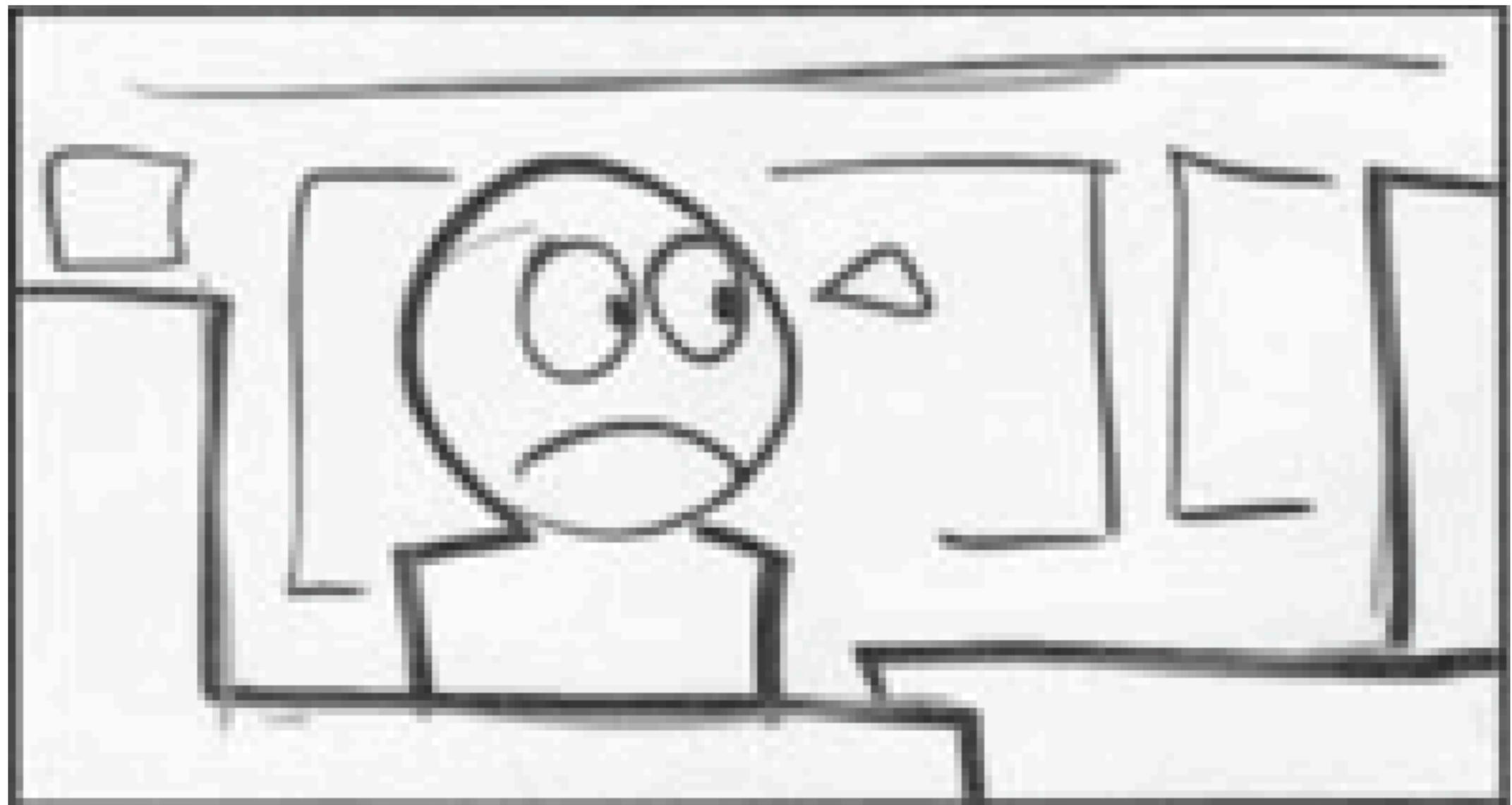
Storyboard

4. When dealing with multiple characters try to logically group them to help make cutting back and forth easier.



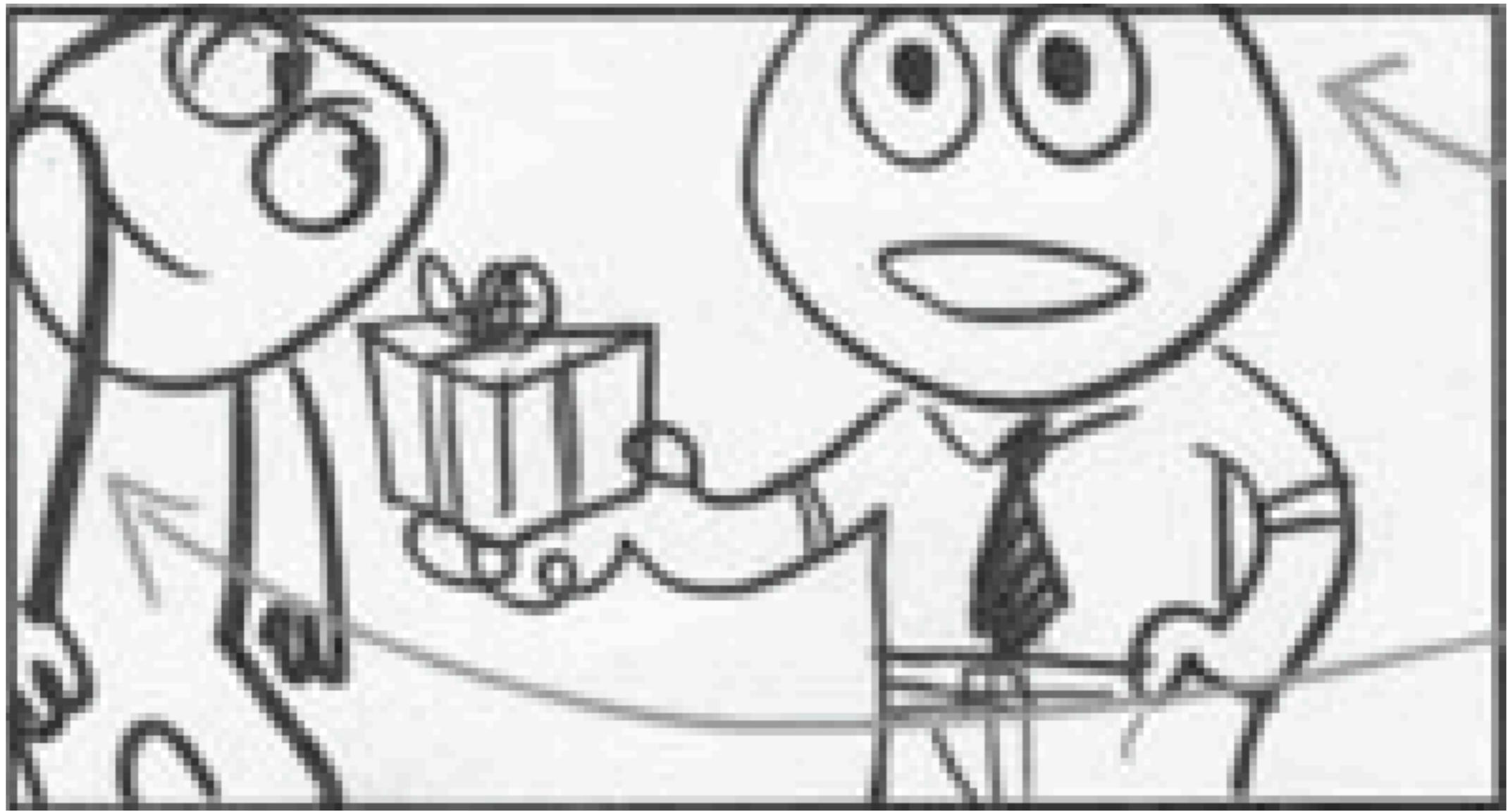
Storyboard

5. Be wary of composition in which everything is parallel to the frame.



Storyboard

6. Careful of how you frame characters...don't squeeze them just to fit a shot.



Storyboard

7. Over-the-shoulder shots & reaction shots help deliver dialog.



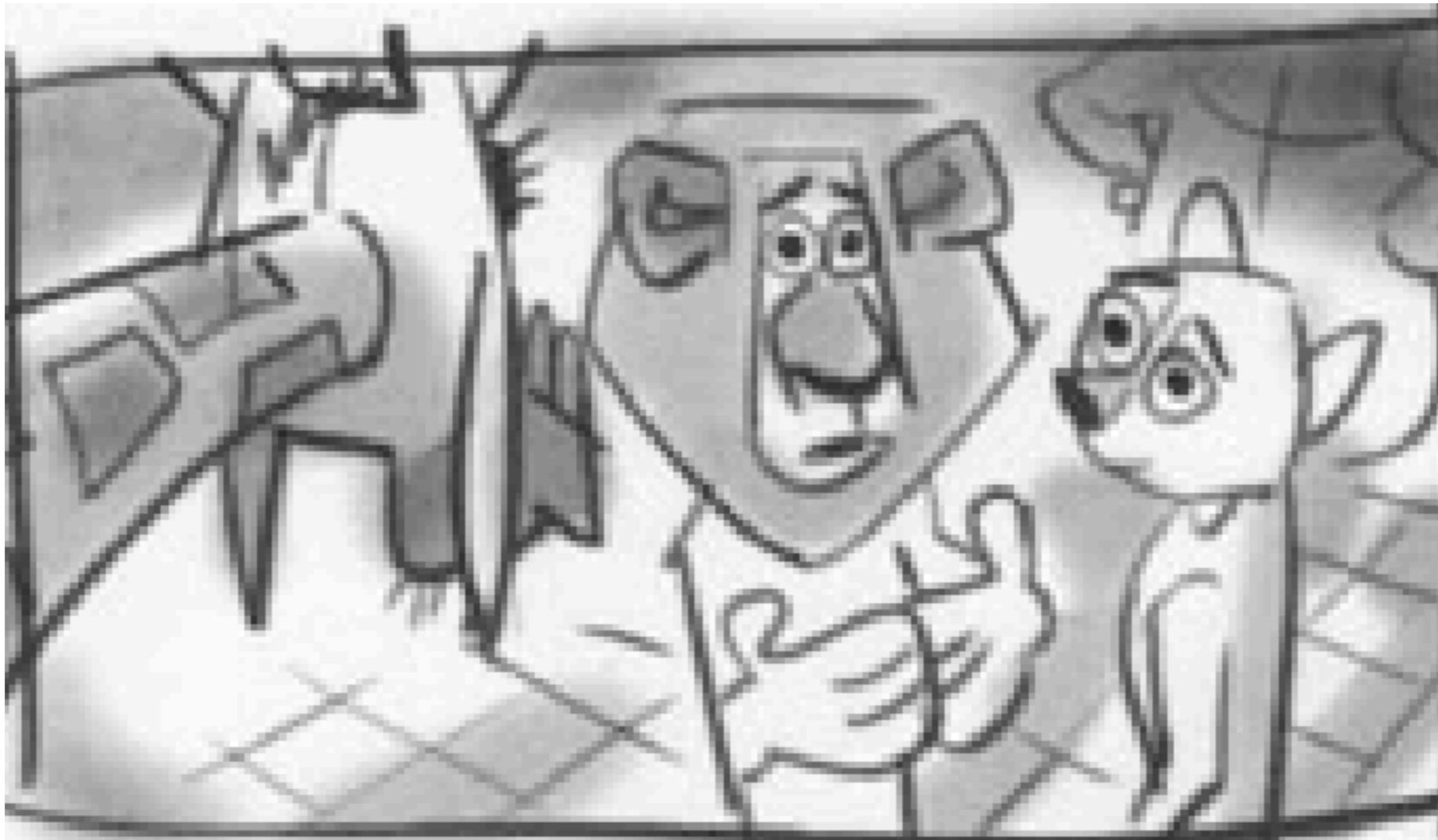
Storyboard

8. Characters squared off & looking at our left or right ear.



Storyboard

9. Exploit different character heights, if you need to establish or re-establish your shot.

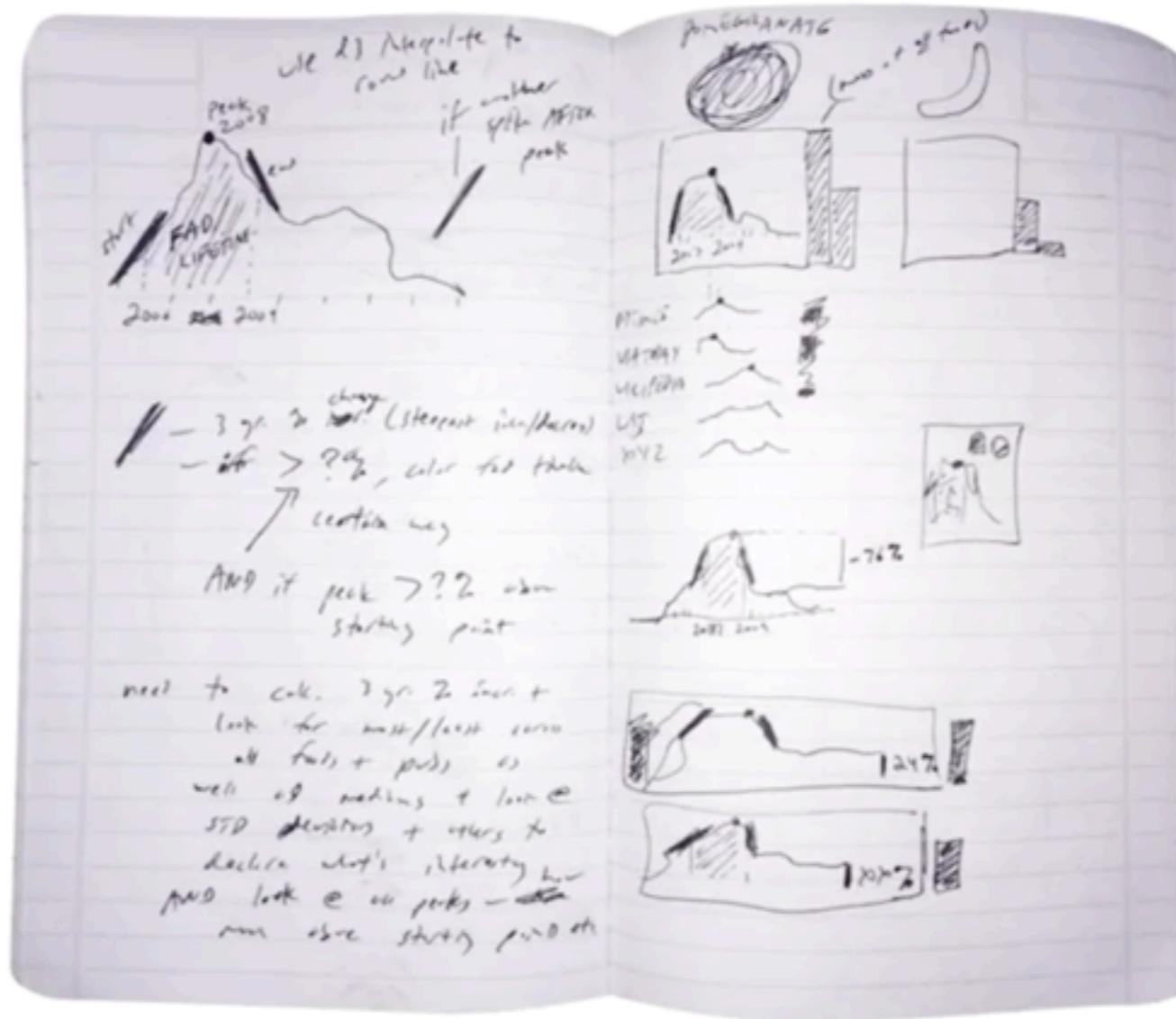


Storyboard

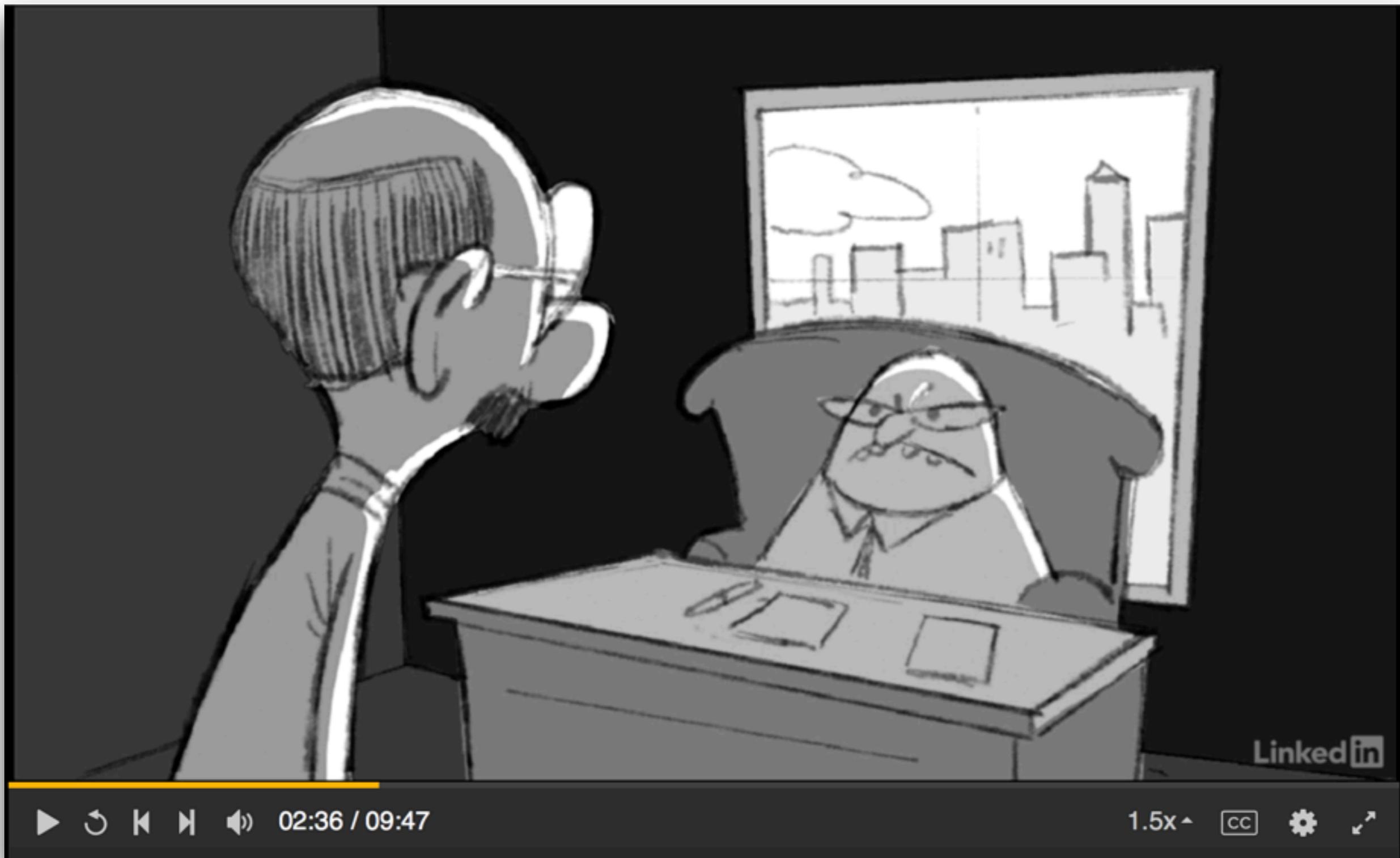
10. Motivate your cuts.



get started



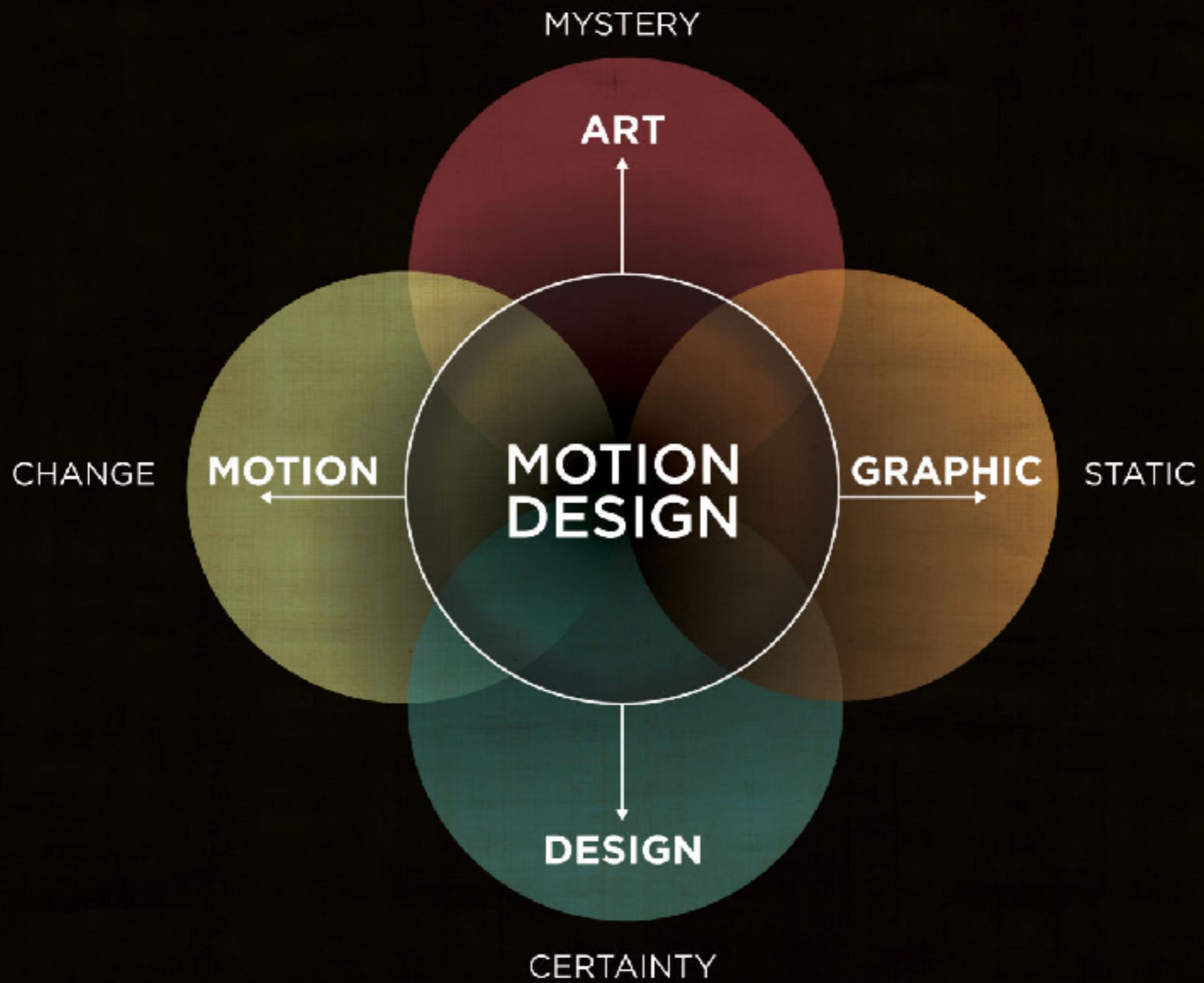
Dos & Don't



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Activity

1. Write down, a year or time period, a place, an animal, and an activity on separate paper squares.
2. Write down an inanimate object and describe it on a half of sheet of paper. (size, visual, texture, ect)