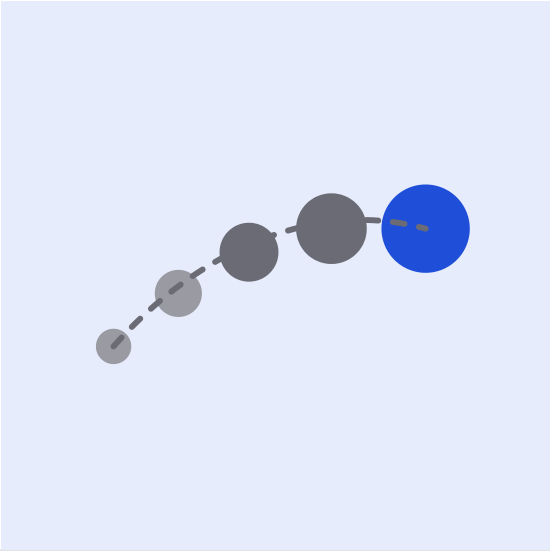
Discipline

Motion design

Applies design to time and motion: film and series titles, animated brands, audiovisual pieces and interface transitions.

Origin

20th-century practice with no single author; collected by Krasner (2008)



What it deals with

On screen, the message is not seen all at once: it unfolds over time, and rhythm matters as much as form.

Principles

Time

How long each thing lasts and in what order it appears.

Meaningful motion

Motion explains or supports; it doesn't distract.

Image and sound

They are designed together, but the piece must also work without sound.

Applications in design

✓ Use it like this

Write the script and the pacing before animating.

✗ Avoid

Animating everything just because you can.

👁 Don’t fall for it

Check the piece at the size and on the screen where it will be seen: on a phone, small text can’t be read.

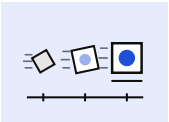
Especialidades



Specialty

Title design

Designs the credit sequences of films and series, which set the tone and introduce the story.



Specialty

Motion branding

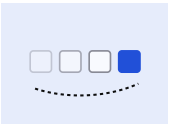
Designs how a brand moves: animated logos and motion rules so it can be recognized on screen.



Specialty

Audiovisual design

Designs image-and-sound pieces for screens, deciding how the two combine to communicate.

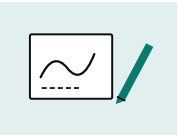


Specialty

UI motion design

Uses motion in interfaces to make clear what changes and where each thing comes from.

Methods and tools



Method

Sketching

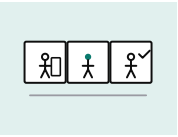
Drawing ideas quickly and cheaply to think them through and share them.



Method

Mood board

A board of images, colors and textures that sets the tone of a project before designing it.



Method

Storyboard

Telling in panels how someone uses a product or a service.

Connections

Related to

- Generative design
- Graphic design
- Illustration

Authors and works

2008	**Jon Krasner**	Brought together the history and aesthetic principles of motion graphic design.
1981	**Frank Thomas and Ollie Johnston**	Set out Disney's twelve principles of animation, such as anticipation, timing or slow in and slow out, which motion graphics borrows to make movement feel natural.
1993	**Bay-Wei Chang and David Ungar**	Showed that these cartoon principles also work outside film, to make changes on a screen understandable.

Sources

Original sources

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Secondary sources

- Krasner, J. (2008). Motion graphic design: Applied history and aesthetics (2nd ed.). Focal Press.
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