

UK LEVEL: 6
UK CREDITS: 15

(New Course: Fall 2026)

PREREQUISITES:

GD 2020 Digital Tools and Creative Workflows
GD 2127 Design Thinking Fundamentals
GD 2426 Typography Fundamentals
GD 2428 Elements and Principles of Graphic Design
GD 3235 Design Thinking and Design Research
GD 3538 Flexible Identity Systems
GD 3636 Advanced Typography
GD 3737 Motion Design

CATALOG DESCRIPTION:

Building on typographic fundamentals and advanced principles. Typography as time-based media. Designing and animating type for dynamic communication. Applying typographic principles in time and space. Practice in motion design software workflows. Understanding how movement shapes meaning. Enhancing audience engagement through animated type.

RATIONALE:

Building on Flexible Identity Systems and Typography Basics and Advanced, this course extends typographic understanding into motion-based media. Kinetic typography has become a key component of branding, digital interfaces, and storytelling, requiring designers to integrate form, movement, and narrative. The course equips students with conceptual, technical, and aesthetic skills to design time-based typographic compositions that are meaningful, accessible, and visually compelling. It bridges the gap between static design and motion communication, aligning with industry trends and preparing students for roles in motion design, branding, and digital content creation. The course introduces students to creative coding as a method for generating motion and interaction in typographic systems.

LEARNING OUTCOMES:

As a result of taking this course, the student should be able to:

1. Analyze typographic form, hierarchy, and rhythm in motion to understand how movement and timing influence communication.
2. Apply principles of typography and motion design to create compositions that are both expressive and clear across different media contexts.
3. Produce motion-based typographic work using professional software workflows and presentation standards.

	4. Evaluate process, audience, and communicative impact through critical reflection on kinetic typography in contemporary design practice.						
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Lectures and class discussions. • Homework assignments. • Office hours held by the instructor to provide further assistance to students. • Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments. • Use of dedicated Maclab. • Studio visits. • Studio-based workshops focusing on both conceptual and technical aspects of motion typography. • Required recording of the design process; analogue (sketchbook) or digital platform (online journal), according to level, instructor guidelines and student preference. • The use of AI tools in this course follows the College and Program AI policies. • LinkedIn Learning resources for software and digital production skills.						
ASSESSMENT:	Summative: <table border="1"> <tr> <td>1st assessment: Motion Typography Project (part 1)</td><td>40%</td></tr> <tr> <td>Final assessment: Motion Project (part 2)</td><td>60%</td></tr> </table> Formative: <table border="1"> <tr> <td>In-class motion typography exercises</td><td>0%</td></tr> </table> The formative exercises aim to prepare students for the summative assessments. The 1st assessment tests Learning Outcomes 1, 2, 3. The final assessment tests Learning Outcomes 1, 2, 3, 4. Students are required to resit failed assessments in this module.	1 st assessment: Motion Typography Project (part 1)	40%	Final assessment: Motion Project (part 2)	60%	In-class motion typography exercises	0%
1 st assessment: Motion Typography Project (part 1)	40%						
Final assessment: Motion Project (part 2)	60%						
In-class motion typography exercises	0%						
INDICATIVE READING:	REQUIRED READING: Shaw, Austin, and John Colette. <i>Motion Design Toolkit: Principles, Practice, and Techniques</i>. New York: Routledge/CRC Press, 2022. [Perlego] RECOMMENDED READING:						

	Bahatyrevich, U. (2021). <i>Motion design in user experience: The perception and use of motion design in graphical user interfaces</i>. Independently published. ISBN 9798666617915 Betancourt, M. (2018). <i>Typography and Motion Graphics: The 'reading-image'</i>. Routledge. [Perlego] Brownie, Barbara. <i>Transforming Type: New Directions in Kinetic Typography</i>. London: Bloomsbury Academic, 2015. [Perlego] Lupton, E. (2017). <i>Design is storytelling</i> (2nd ed.). Cooper Hewitt.
INDICATIVE MATERIAL: <i>(e.g. audiovisual, digital material, etc.)</i>	REQUIRED MATERIAL: RECOMMENDED MATERIAL: Click or tap here to enter text.
COMMUNICATION REQUIREMENTS:	• Blackboard and an active ACG email account. • High standards of oral and written English are expected in all assignments. • Students should clearly present and discuss their work using appropriate design terminology, both orally and in writing, in English. • Students are expected to communicate design intent through storyboards, animatics, and reflective statements. Final projects must be presented with accompanying documentation outlining conceptual and technical development. • Students are expected to demonstrate the ability to articulate conceptual intent, design decisions, and process rationale through critiques, presentations, and reflective statements. • Professional communication and the use of critical vocabulary are integral components of the design learning process.
SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS Adobe After Effects, Illustrator, Photoshop. Introductory exposure to creative coding tools (e.g., p5.js, Processing, or After Effects scripting) may be included for the exploration of generative or interactive typography Students must maintain a project folder documenting workflow, source files, code, and final exports
WWW RESOURCES:	https://edex.adobe.com https://p5js.org https://processing.org https://editor.p5js.org https://motionarray.com/after-effects-tutorials https://motionographer.com https://edex.adobe.com https://creativecodingpodcast.com

INDICATIVE CONTENT:	1. Introduction to motion and time-based design principles. 2. The evolution and theory of kinetic typography. 3. Typographic hierarchy in motion: scale, rhythm, timing, and pacing. 4. Storyboarding and visual scripting for motion design. 5. Integration of sound, rhythm, and type. 6. Tools and workflows: After Effects, Illustrator, Photoshop, Premiere Pro. 7. Brand motion and dynamic identity systems. 8. Legibility, accessibility, and emotional impact in motion typography. 9. Experimental and conceptual approaches to type animation. 10. Workflow and rendering for screen and digital platforms. 11. Project documentation, critique, and professional presentation. 12. Exploration of generative and interactive typography through creative coding tools (e.g., p5.js, Processing, or After Effects scripting), emphasizing the integration of algorithmic methods into motion-based communication.
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