ART 460

Spring 2024

MALaFratta

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Questions/ideas related to textbook Design for Motion by Austin Shaw, pp 1 – 46; and H. Porter Abbott’s book, *Narrative*; research online.

1. Define what is meant by contrast. Give examples of how contrast can be expressed in motion design. Why is it important?
2. Identify and describe the primary principle that links motion and graphics.
3. Design for motion is the combination of image-making and storytelling. Describe the initial creative stages of a motion design project.
4. What is the difference between a narrative, narrative discourse, and story? Define each term. Check out H. Porter Abbott’s book, Narrative. Research online.
5. What are the strengths of strong visual compositions?
6. What are style frames, what is their purpose, and should they include?
7. What is a design board?
8. Explain the difference between linear and non-linear narratives. Provide short examples of each.
9. Describe what is meant by cinematic storytelling.
10. Describe some strategies for coming up with ideas; where can you find inspiration?