MOTION GRAPHICS – PUBLIC SERVICE ANNOUNCEMENT

COURSE: DD 464 – Digital Design Studio III (5 credits)
PROGRAM: Digital Design/School of Art + Design
LOCATION: fourth year/spring term (undergraduate)
INSTRUCTORS: Augustus Wendell

DESCRIPTION: The final semester for the Digital Design program focuses on a studio with student-initiated projects guided by the studio critic requiring independent research in order to prepare the student for employment or graduate study in the specific sub-discipline of interest. The secondary focus of each project is to create something for the "public good" – from a public service announcement to an application of game design in support of biomedical therapeutic research.

PROJECT: Use of motion capture for a public service announcement (PSA) that easily explains a topic of national significance in the United States in order to provide an easily accessible basis for discussion among the broadest cross section of people. Topics include health care and teen-age bullying.

REQUIREMENTS: The production of a two to three-minute motion graphics public service announcement. Students were required to create stylesheets for pattern, color palette, typography, and overall style. Research was required to provide accurate statistics and facts for discussion by viewers.

OBJECTIVES: (1) To formulate a conceptual and artistic position on topics of digital design relevant to the student concentration area (e.g. entertainment, interactive graphics). (2) To understand the pipeline of the digital design production and demonstrate an ability to effectively use it. (3) To develop a sophisticated and complex project that integrates multiple formats of digital media such as modeling, rendering, video editing, interactivity, and graphic design. (4) To link artistic and creative endeavors to topics of broader social, cultural, or intellectual reach in order to use skills learned for the public good.

RESOURCES: (1) Online tutorials for various software applications are available with a College subscription to *Pluralsight* as are instructional books and manuals in the reference section of the Littman Architecture and Design Library. (2) Lupton, Ellen and Jennifer Cole Philips. *Graphic Design: The New Basics* (New York: Princeton Architectural Press, 2008). (3) Software used included *Adobe Photoshop*, *Adobe Illustrator*, *Adobe After Effects*, *Adobe Premiere Pro*, *Corel Draw*.