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Creative Skills > Motion Graphics > Motion Design Principles

Motion as narrative device

Harness motion to tell compelling stories in design.

DEFINITION

Motion as a narrative device uses movement to convey emotions and ideas. It enhances storytelling by guiding viewers through visual experiences.

KEY CONCEPTS

Timing and Spacing

The rhythm of motion affects how viewers perceive actions and emotions, crucial for storytelling.

Easing

Easing creates more natural movements, making animations feel more lifelike and engaging.

Visual Hierarchy

Motion can emphasize important elements, guiding the viewer's focus and enhancing narrative clarity.

Transitions

Smooth transitions between scenes or elements help maintain flow and coherence in storytelling.

Character Animation

Animating characters with personality traits can evoke empathy and deepen viewer connection to the story.

EXAMPLES

- A character's joyful jump conveys excitement in a scene.
- A slow fade-out transition signifies the end of a chapter.
- Quick movements highlight urgency in an action sequence.

MEMORY TIPS

- ★ Remember 'T.E.V.C.' for Timing, Easing, Visual Hierarchy, and Character animation.
- ★ Think of motion as a 'storytelling brush' painting emotions.
- ★ Use the acronym 'M.E.T.' for Motion, Emotion, Transition.

COMMON MISTAKES

- ✗ Overusing effects, making animations feel chaotic.
- ✗ Neglecting timing, leading to awkward or unclear movements.
- ✗ Ignoring the narrative purpose of motion, resulting in disjointed storytelling.

QUICK RECAP

Motion as a narrative device enhances storytelling through timing, easing, and visual hierarchy. Effective use of transitions and character animation deepens viewer engagement and emotional connection.