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Creative Skills › Motion Graphics › Motion Design Principles

Motion as narrative device

Motion Design: Telling Stories Through Movement

DEFINITION

> Motion as a narrative device uses movement to convey emotions and enhance storytelling. It helps to engage viewers and guide their understanding of the content.

KEY CONCEPTS

Timing

Timing refers to the speed and rhythm of movement, which affects how a story is perceived.

Easing

Easing describes how motion starts and stops, creating a more natural and engaging flow.

Transitions

Transitions are the visual changes between scenes or elements, helping to maintain narrative continuity.

Visual Hierarchy

Visual hierarchy organizes elements to guide the viewer's focus and enhance storytelling clarity.

Character Animation

Character animation uses movement to express personality and emotions, making stories relatable.

EXAMPLES

→ A character's slow walk conveys sadness.

→ Fast cuts between scenes create excitement.

→ Smooth transitions between scenes enhance flow.

MEMORY TIPS

★ Remember 'TETVC' for Timing, Easing, Transitions, Visual Hierarchy, Character Animation.

★ Visualize a story unfolding like a dance to recall motion principles.

★ Associate emotions with movements: slow = sad, fast = excited.

COMMON MISTAKES

✗ Ignoring timing, leading to awkward movements.

✗ Overusing effects, making the design chaotic.

✗ Neglecting visual hierarchy, confusing the viewer.

QUICK RECAP

Motion design principles focus on using movement to tell stories effectively. Key elements like timing, easing, and transitions enhance viewer engagement and understanding.