

# MOTION GRAPHICS & FILM

Video motion graphics and film production is a fast expanding sector. You can become part of it!

Motion graphics are short pieces of time-based visual media; a creative combination of film and graphic design.

They can feature 2D and 3D animation, video, film, typography, illustration, photography and music.

They are used in film title sequences, TV commercials and TV broadcast graphics, as well as across a vast range of internet based environments.

This course takes the student into the developing world of commercial animation, opening up real opportunities in this fast growing market place. Subjects covered are state of the art and will equip students with valuable skills to make a real impact.

With the goal of building both business acumen and creative ability, successful students truly will be able to talk the talk and walk the walk.

## BACHELORS DEGREE PATHWAY

Hove College programmes can be used as a stepping stone to the final year of some great bachelors degree programmes in design, marketing and business subjects.



**YEARS 1&2**

72 week  
Hove College  
Advanced Diploma



**YEAR 3**

Final year of a  
bachelor's (Hons) degree\*



\* Subject to application



**hove college**  
Brighton

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# COURSES FROM 18 WEEKS 36 WEEKS 72 WEEKS

## MOTION GRAPHICS & FILM

An exciting programme incorporating a huge range of additional practical skills and underpinning theory.

### Motion Graphics Module Overview

This course will introduce students to video production, editing and to computer animation.

They will learn about the production pipeline, the course will lead students through a series of exercises that build on each other to learn basic skills in video production and editing and the use of 2D and 3D animation tools and software.

The remainder of the course focuses on group projects that will culminate in the production of a short promotional video.

At each step student work will be

evaluated visually for expression, technical correctness, and aesthetic qualities.

### Module Duration

- Certificate: 18 weeks
- Diploma: 36 weeks
- Advanced Diploma: 72 weeks

### Entry Requirements

- A good secondary education to GCSE or 'O'level standard

### Course Start Dates

- February, July or September

### Awarding Body

- OCN London

### Detailed Syllabus (Certificate)

- Introduction to key concepts of motion graphics and storyboarding ideas
- Principles of photography
- Principles of film grammar
- Shooting interviews and filming adverts
- Digital graphics and film production
- Video and Audio editing skills
- Pre-production, Production & Post-production
- Principal theories and evolution of animation
- Animation and visual storytelling
- Animation and audio for the web
- 2D and 3D animation techniques

### Outline Syllabus (Diploma)

- Motion Graphics & Film\*
- Digital Design\*

### Outline Syllabus (Advanced Diploma)

- Motion Graphics & Film\*
- Digital Design\*
- Web Design\*
- Creative Communications\*

\* For detailed syllabus information please see [hovecollege.com](http://hovecollege.com)

## PROMOTIONAL MEDIA BA (Hons)

Final year degree 'top-up' pathway.

### Course Overview

Students completing the Advanced Diploma can opt to build on their qualification by continuing on to complete a bachelor's degree from Southampton Solent University.

The programme structure covers a broad spectrum of areas such as television/film production, promotional media, new media, advertising design or graphic image-making depending on students' individual interests.

### Course Duration

- 1 academic year

### Entry Requirements

- Hove College Advanced Diploma in Motion Graphics & Film (subject to application and a credit profile)

### Course Start Dates

- September

### Qualifications

- BA (Hons) in Promotional Media

### Awarding Bodies

- Southampton Solent University

