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FUMO

MotionDesign  
Masterclass  
15.9.2017

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# MOTION DESIGN



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# Motion Design

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Motion Design can range from 3D animation to filmed advertisement, from OnAir Design for TV channels to branding and logo development, from car show backgrounds to title sequences for feature films, from infographics for news broadcasting to UX design for games – the applications are endless.

In recent years it has become more and more clear that motion design will play the major role in the design of the future. More and more tasks usually addressed by classical graphic designers are replaced by forward thinking multidisciplinary motion design.

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FutureMotion was created out of the need for advanced education in Motion Design in China.

Motion Design has become one of the most influential creative disciplines internationally and will become more and more important in the future. Hence to be competitive it is important to nourish the creative potential amongst young Chinese designers.

FUMO is a unique concept that is not available anywhere else and will create an educational environment with the best designers internationally.

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# MotionDesign Masterclass

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The FUMO MotionDesign Masterclass can be structured in different ways depending on length, skill-level of participants and general budget.

Following document outlines different scenarios and potential content.

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# Masters



## Matthias Winckelmann

### ManvsMachine

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**Matthias Winckelmann** works as Design Director and Head of 3D at the internationally acclaimed studio ManvsMachine in London. His former clients include companies like Apple, Nike, Audi, Honda, BMW, Chevrolet, Hyundai, Honda, Toshiba, UEFA.

ManvsMachine is a **D&AD Black Pencil** and **Cannes Gold Lion** awarded design and motion studio and is seen as one of the most influential studios in the design world. After becoming part of the Landor group in 2015, ManvsMachine expanded to a second studio location in Los Angeles.

Before starting his position at ManvsMachine in 2014, Matthias worked internationally as a freelance designer and director for clients in Europe and China. He started his professional career in 2009 after gaining his MFA at Academy of Arts and Design Offenbach and Tongji University Shanghai.

For several years Matthias has been giving talks and lectures about Motion Design at different international conferences and festivals, including Ars Electronica in Linz, Austria, VIEW Conference in Turin, Italy, Creative Rooms and MAXON Training Day in London, UK, FMX 2016 in Stuttgart, Germany.





## ManvsMachine, Matthias Winckelmann



## Moritz Schwind

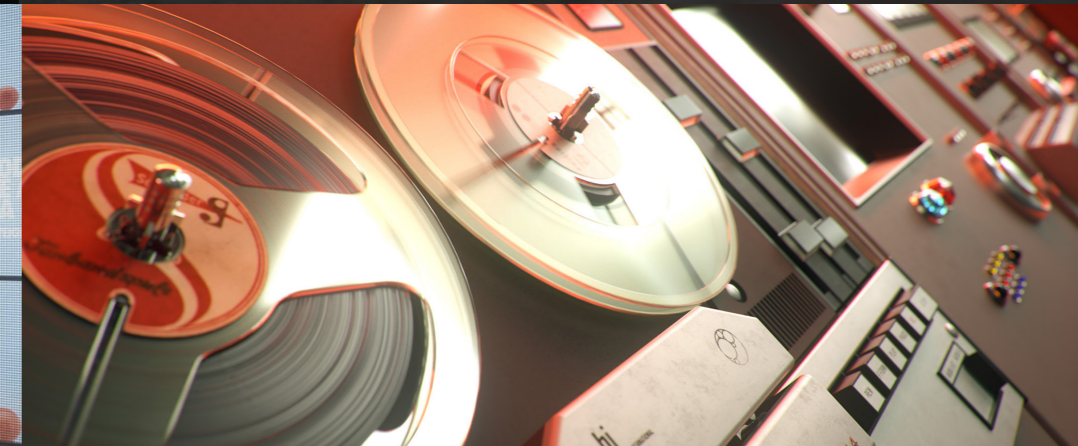
### Aixsponza / Entagma.com

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Moritz Schwind is Creative Director at the internationally renowned studio Aixsponza in Munich. Aixsponza is widely acknowledged as one of the most innovative and technically advanced studios in the field of Motion Design. Their clients include influential companies such as RedBull, Nike, Audi, MTV, Fujitsu, Chevrolet.

After graduating from the Academy of Augsburg with a Master of Arts, Moritz gained experience working for successful studios such as Sehnsucht or buro bewegt.

Moritz is the co-founder of the hugely popular online training platform Entagma.com, which strives to teach people advanced skills in computer graphics and has received an incredibly positive recognition throughout the industry.



## Aixsponza, Moritz Schwind



## Julian F. Krueger

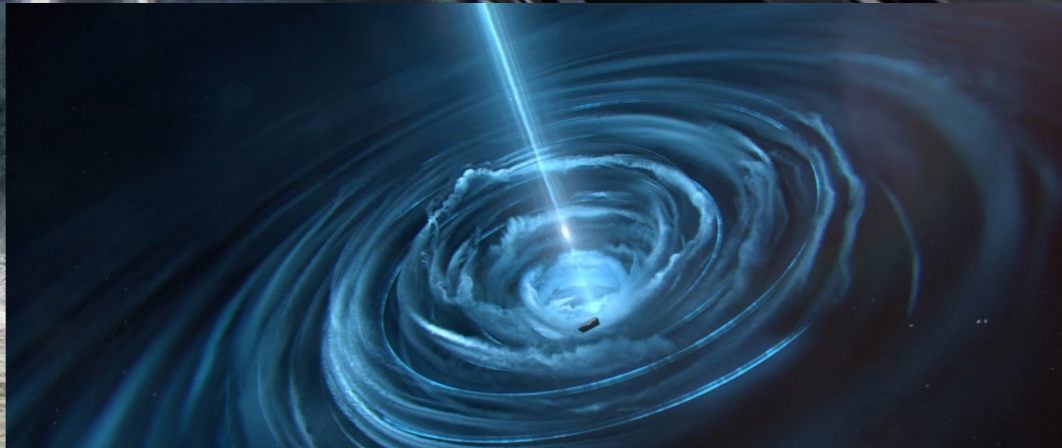
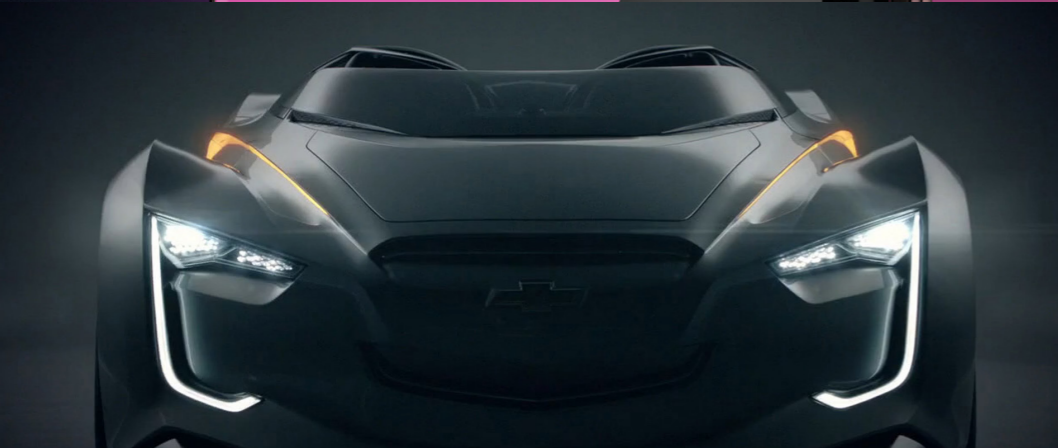
# TheMarmalade.com

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**Julian F. Krueger** is Executive Creative Director at the German production house TheMarmalade and brings several years of experience as a Creative Director to the workshop. His expertise ranges not only from the hands-on production, but further more in developing concepts and ideas, dealing and working with clients and leading teams to a successful outcome.

Julian has worked with numerous clients such as Daimler, Philips, Disney, Samsung, Audi... He has a strong international background and has worked for clients all over the world. Julian directed several projects in the past for clients in China for whom he led teams during production on site in Shanghai. Currently he is based in Frankfurt, Germany.

Before Julian started his career as a Creative Director, he taught students at the renowned SAE institute instructing them in motion graphics and editing.



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## TheMarmalade, Julian F. Krueger

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# How to apply

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It is important that the workshop delivers a highly competitive quality, therefore an application process will help to arrange a group of participants with similar skill levels who can be trained on a similar basis. Preferably the participants have previous experience in Graphic Design, 3D or Animation.

FUMO strives to be a professional training platform that will give the participants a kickstart for a practical career in the Motion Design industry.

The amount of participants for each workshop will not exceed 20.

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# Application

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The application of each participant will be assessed by the team of instructors and should include the following:

- Personal Details
- Previous professional experience
- Personal statement of motivation
- Statement for assessment of software knowledge
  
- Portfolio with 5 - 10 projects

Projects can include any variety of creative work (sketches, photography, animation...) but should include at least 3 projects that have a clear connection to the content of the MasterClass (being either CGI, Graphic Design, Motion Design or 3D)

The portfolio should have examples of image-led and visual work from either self-initiated or professional practice.

For pieces that were created as a collaborative effort the participant is advised to clarify its role in the project.



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# 3 day workshop

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# DAY 1

The 3-day-workshop would be focussed on giving the participants a crash course on how to work in the MotionDesign industry. It would be very much hands-on trying to work together with the participants and produce some results.

A similar approach could potentially be shortened into a 2-day workshop.

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## Introduction

### What is Design/MotionDesign?

- Looking at References
- WholsWho in the industry
- Brief History of MotionDesign

### Who are you?

- Participants introduce themselves, their work, their goals
- Discussing the possibilities to work as professionals in the industry
- What do you need to learn to get to where you want to be?

### Design

- From Nothing to Idea
- From Idea to Concept
- From Concept to Styleframe
- From Styleframe to Execution

### Research/Concept Phase

- Participants create a moodboard and collect references for a short 5 second animation they will create during the workshop

### Open Discussion

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# DAY 2

( Based on the participants skill level their skills in selected software packages will be continuously improved during the whole workshop by hands on lecture in the softwares as well as doing frequent exercises under the supervision of the instructors)

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## Developing a visual look

Collect **references**, work that inspires you and gives you a base to create your idea on. Create moodboards.

The beauty of **exploration**/Research & Development

Do's and Don'ts

## Create a styleframe

### Basics of Execution

**Color** schemes – How to use the principles of Design in 3D

**Mood** – Are we aiming for a clean, bold visual look or do we want a cinematic mood?

**Form language** – Do we want simple, minimalistic shapes or detailed rich models?

**Animation** – Handcrafted keyframed animations or procedural movements?

**Camera** – Strong camera language or a non-intrusive simple stage?

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# DAY 3

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Day 3 is all about how to execute and create a successful result.

## Software skills

MoGraph In-depth look at MoGraph  
Advanced Animation  
Lighting and Shading in 3D  
Rendering

## Execution

The participants execute a small project during the workshop (5 sec animation) with the instructors assisting

## Finalising

Never underestimate the possibilities of a good compositing  
Designing in Motion always means having an eye on time,  
budget and feasibility

## Summary

At the end of the workshop the participants show their results in a small screening, discuss their achievements and Q&A

After this the group will discuss the future of Motion Design and look at potential applications in Realtime CG and VR environments.

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# 1 day lecture

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# 1 DAY

The one-day lecture would be less hands-on than the 3-day workshop. We would discuss more theory, look more at references and generally design it more as a elaborate presentation than a practical workshop.

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## Introduction

### What is Design/MotionDesign?

Discussing References, Inspirations  
WhosWho in the industry  
Workflow structures - Idea, Concept, Styleframe, Execution

### Basics of Execution

#### Color, Mood , Form, Animation

Using references to start development  
Creating a mood using Color, Animation and Ambience  
Style frame development

### Software skills

Discussing the most commonly used software packages in the MotionDesign industry. Hands on look at basic animation, MoGraph, Rendering solutions, Lighting, Render in Arnold

The importance of choosing the tools you want to use ( Knowing which role you want to play in the industry means knowing your tools )

### Summary

At the end of the workshop the participants have an open discussion and Q&A

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# Portfolio Review

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# Portfolio Review

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Beside the workshop the participants could choose to take part in a one-on-one portfolio review session in which experts from the industry give them invaluable tips on how to improve their work, promote themselves and what steps to take to get more established in the MotionDesign industry.

These slots could be organized outside of the workshop depending on demand - either before or after the main class.



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# Summary

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# Summary

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FUMO aims for the first episode of the Master Class to take place in Shanghai in September 2017 as part of Blast! Festival. The exact date will be fixed after an evaluation of interest.

FUMO will consist of a 3-day-workshops, a potential additional 1-day-lecture depending on demand and optional 1on1 portfolio review sessions. The participants can choose their preference accordingly. Additionally FUMO will organise a screening of selected Motion Design work as part of Blast! Festival.

Three instructors will lead the workshops and teach the students simultaneously to produce a highly efficient and effective learning environment. This will enable the participants to get individual intensive training from industry experts.

Arthub and FUMO act as co-organizer for the MotionDesign Masterclasses.

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FUTURE MOTION DESIGN MASTERCLASS