

# GRAPHIC MOTION DESIGNER



This course gives you the opportunity to expand your skills in the increasingly sought-after field of Motion Design.

The discipline enables you to design and produce content for mobile devices or for any new communication medium and to organise your messages conveying the 3 components of Motion Design : animated picture, moving typography, and sound design (in videos, teasers, ...)

## COURSE CONTENTS

### Content :

- Analyse and respond to a design brief
- Design and produce project presentations (DIP)
- Create and produce visual contents in a professional context
- Adapt to various professional environments
- Master graphic design softwares
- Master the tools to create motion design videos (2D, 3D, and sound design)
- Present recommendation (oral and written pitches) to the client in its creative, budgetary and organisational aspects
- Understand the cultural and technological developments of the sector
- Take part in international career expert conferences

### Theory :

Introduction to Animation, Motion Design culture, Typography (letter press), Law, Management, English

### Practice :

Adobe suite for Motion Design and professional softwares (after effect, C4D, Animate...), production using live-action shots and Animation techniques

**MOTION DESIGNER**  
**GRAPHIC DESIGNER**  
**2D/3D**  
**ART DIRECTOR**  
**CREATIVE ILLUSTRATOR**  
**TECHNOLOGIST**  
**DESIGNER AND ANIMATOR FOR SHOWS**

### Internship :

Mandatory work experience of minimum 8 weeks (between June 1st to August 31st) ; either an internship, or a professional project. An academic exchange is also accepted

### Projects :

- Project-based teaching using real commissioned brief sheets from various sponsors/clients (charities/ organisations, museums, companies..)
- Our pedagogical partnerships allow students to have hands-on experience and to take part in projects offering outstanding opportunities in terms of visibility : Giacometti Foundation, Musée d'Orsay, Agence Française du Développement (AFD) group, Dali Museum, Médecins sans frontières, Publicis, Courrier International, Psychologies Magazine, City of Orléans, Théâtre des Champs Élysées

## TARGET AUDIENCE

- 2 years of graduate studies completed in audiovisual art, graphic art or visual arts
- Minimum 2 years of professional experience in the field
- No age limit to participants

## PRACTICAL INFORMATION

### Full-time :

- For European national : 9.000 € per year (+300 € if paid by installment)
- For non European national: 14.000 € (+300 € if paid by installment)

Scholarship opportunities (through CROUS, GOBELINS, Odon Vallet, BMW Group...)

### Validation :

Professional certification « Graphic designer in Motion Design » accredited by French Ministry of Industry [code NSF 132g, 322t level 6 - registered in the RNCP by decree of 25/02/2016 - 17/03/2016 publication in the JO]

### Assessment mode :

60 credits completed

48 credits minimum required to take the certification exam at the end of the year

Written and oral exams throughout the year counting towards final grade

### Lenght : 1 year

From September 2022 to September 2023

## OUR ASSETS

- Gobelins : the 1st school in Motion Design
- Internationally renowned working professionals
- Individual coaching enabling students to build their unique professional profile
- Project-based teaching in the context of workshops
- State of the art facilities, also accessible for personal work in autonomy (one computer per student, fablab, sound studio, film set...)

## ENROLMENT CALENDAR

### Admission process :

- Pre-selection based on graphic file
- Oral interview

### Application opening date :

10 November 2021

### Closing date :

10 March 2022

### Interview date :

Between 9 and 25 May 2022

## OPEN DAYS

February, 11th and 12th 2022

## INFORMATION MEETING

January 27th at 4 p.m.

[www.gobelins-school.fr](http://www.gobelins-school.fr)

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