



## MOTION DESIGNER

### MAKING GRAPHICS MOVE

Motion Designers generally use animation software on computers but can also be done in a traditional way using pen and paper. Motion Designers may specialise in a specific area or be generalist. They can work alone or as part of a team of designers depending on the size of the project.

### Skills



Understanding and ability to apply the fundamental principles of animation that define how to create convincing movement



Understanding of design practices such as layout and typography

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## How to get into the Industry

Studying motion design can help however in most cases it's about demonstrating what you are capable of

A must-have is a showreel that is a 60 - 90 second edited portfolio of your best work  
Study at college or do online tutorials

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## Relevant Courses or Experience

Motion design experience is essential

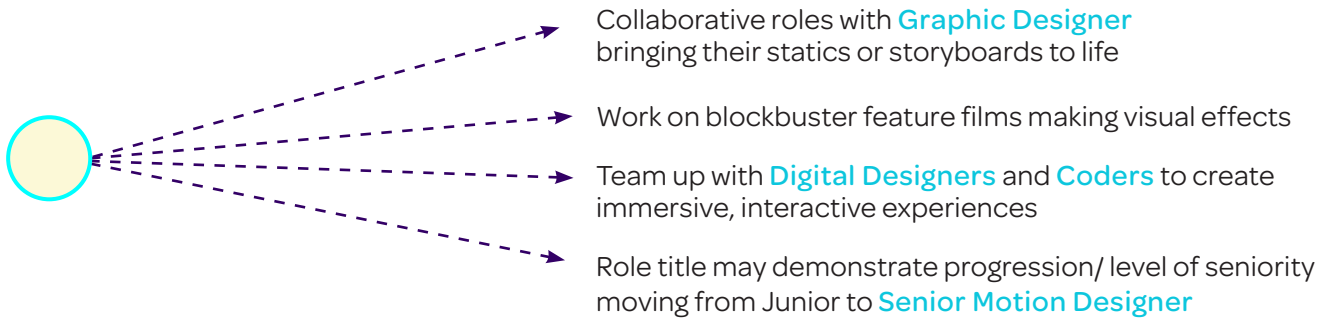
You can teach yourself using online resources that takes hard work and dedication

You can study motion graphics that can help to build a showreel

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# Career Pathways

Large and increasing number of opportunities for Motion Designers  
Currently an exciting time for Motion Designer as they are in high demand due to the volume of media on screens  
As a Motion Designer you can develop:



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## Insights

**Mike Tosetto**  
Freelance Motion Designer

Highlights of the role



*I love taking a concept and then using my imagination to bring it to life and make it move. The power of motion design is really exciting, engaging and often emotional. It's a powerful medium to be working with and I get a lot of satisfaction from it.*

Challenges in the role



*One of the biggest challenges is that I'm always on a delivery deadline for projects. The working hours can be long and often things take longer than you expect them to. So there can be a lot of pressure in this line of work.*



*Another challenge is staying abreast of the latest software and technology. The industry is always changing and the competition is fierce. It's important to keep learning to remain relevant and deliver cutting edge work.*



*Following a long day behind the computer screen, it can be difficult to stay motivated and keep learning new skills on the computer. You have to love this job to stay ahead of the curve.*



## TOP TIPS

There are no short cuts - practice and repetition are the only way to get better  
Passion about the work - it's extremely satisfying and rewarding

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