Visual Generative Design and Motion Graphic

2025–26 / 201359

Credits: 6 ECTS
Language: English
Contact Hours: 45 Hours

Course Description

In the rapidly evolving digital landscape, Generative Design has emerged as a transformative approach to visual creation, using generative tools to produce innovative and dynamic visuals. This course introduces students to the principles of Generative Design and Motion Graphics, emphasizing their integration for compelling Visual Communication.

Students will explore how to use digital tools to create dynamic, interactive, and visually engaging audiovisual designs, while understanding storytelling and motion as core components of their work.

Modules

→ Generative Design Fundamentals
→ Motion Graphics and Animation
→ Storytelling for Visual Media
→ Computational Tools for Visual Creation

Learning Objectives / Outcomes

At the end of the course the student will be able to:
→ Understand and apply generative design principles to create dynamic visuals.
→ Combine storytelling with Motion Graphics to communicate ideas effectively.
→ Integrate Audiovisual Designs, while understanding motion and narrative as core components.
→ Master basic technical tools for Generative Design and animation.
→ Develop cohesive visual narratives combining static and animated elements.

Requirements

→Students should have an interest in developing generative design experiments, creating narrative and story-driven Motion Graphics projects, learning Art Direction and visual hands-on project combining video and motion tools.

Teaching Method

This course combines classroom lectures, discussions, and interactive hands-on learning. Students will work collaboratively and individually, leveraging computational tools and software to bring generative designs and Motion Graphics to life.

Grading

Assessment will be based on participation, project submissions, and the ability to integrate storytelling in the creation of Generative Design projects based on visual images and Motion Graphics.