

## DEVELOPING MOTION DESIGN SKILLS IN STUDENTS

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### ABSTRACT

This article analyzes methodologies for developing motion design skills in students. The role of theoretical knowledge, practical exercises, and software tools is examined. Methodological approaches, including project-based learning, mentoring, iterative learning, and feedback systems, are emphasized. Methods for assessing and monitoring students' skills are also described. The article proposes effective approaches for fostering students' professional growth as motion designers.

**Keywords:** Motion design, animation skills, student education, practical exercises

### INTRODUCTION

Due to the increasing competition in creative industries, universities and higher education institutions are placing greater emphasis on preparing students as professional motion designers. Motion design is the process of creating animated graphics, combining animation with visual storytelling. This process develops not only technical skills but also creative thinking and the ability to craft visual narratives. Therefore, methodological approaches must be systematic and effective.

#### The Role of Theoretical Knowledge

Theoretical knowledge plays a crucial role in developing motion design skills. Core principles of animation—such as squash & stretch, anticipation, follow-through, ease-in/ease-out, and timing—help students understand motion and rhythm. Visual design theory, including color, shape, composition, and contrast, is also applied to motion design. Understanding motion and visual rhythm enables students to create smooth and meaningful animations.

#### Practical Exercises

To apply theoretical knowledge, practical exercises are organized systematically. Initially, students work on short animations, logo animations, and icon animations. Later, exercises include creating short stories or scenes based on storyboards. Typographic animations, infographic animations, and interactive UI animations are also emphasized. At the end of practical exercises, students compile portfolios, which allow for evaluation of both creative and technical skills.

#### Assessment of Students

The assessment process is conducted in two stages:

##### Process Assessment (Formative Assessment):

- Students' participation in exercises, creation of short animations, and engagement in discussions are evaluated.
- The goal is to determine how students develop their skills throughout the learning process.

**Result Assessment (Summative Assessment):**

- Final projects and portfolios are evaluated.
- This stage demonstrates how well students apply their acquired knowledge and skills in practice.

**Role of Constructive Feedback:**

- Feedback from mentors and peers serves as a guiding tool for students.
- It helps identify weaknesses and supports skill development.
- This system ensures that assessment focuses not only on final results but also on growth during the learning process.

**Software Tools**

Preparing students at a professional level requires the use of various software tools. Adobe After Effects and Blender are primary tools for creating 2D and 3D animations. Figma and Adobe XD Motion provide suitable environments for UI/UX animations. Advanced visual effects and 3D motion are supported by Cinema 4D and DaVinci Resolve.

**Project-Based Modular Approach**

A modular and project-based approach is effective in developing motion design skills. Students first learn theory, then apply it through practical exercises, followed by independent work and feedback to reinforce skills. Peer review and mentoring promote creative thinking. Iterative learning allows students to learn from mistakes and deepen their abilities through practice.

**Module Objectives and Structure**

The motion design skills development module has the following objectives:

1. Introduce students to modern motion design styles and technologies.
2. Develop creative and technical skills through practical exercises.
3. Consolidate knowledge via final projects and portfolios.

**Module Tasks:**

- Teach theoretical foundations of motion design.
- Organize practical exercises on animation and visual effects.
- Evaluate student performance through mentoring and constructive feedback.

**Module Structure:**

**1. Process Assessment (Formative):** Short animations, exercises, and participation in discussions are assessed to track students' progress.

**2. Result Assessment (Summative):** Final projects and portfolios are evaluated to measure students' practical application of skills.

Mentors and peers provide constructive feedback to identify weaknesses and guide improvement. The module creates an interactive and supportive learning environment, enhancing both creative and technical potential.

## CONCLUSION

Developing motion design skills in students requires a systematic methodological approach. Combining theoretical knowledge with practical exercises, utilizing various software tools, implementing project-based learning, mentoring, and iterative learning creates an effective educational environment. As a result, students become professional motion designers capable of creating animated graphics and visual stories.

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