Workshop Details:

Title: **The Fourth Dimension – Motion Design**

Faculty: **Victor Altman**

Maximum participants: 15

Venue: NID, Ahmedabad

**Overview:**
Designers tend to think and work in three spatial dimensions: X, Y and Z. Yet, there is another element that design usually ignores: time. We, human beings, live in that other dimension and are more receptive to content that can exploit it.

Motion Design is all about taking what’s traditional and pushing it into an audiovisual narrative that can tell stories better, speak messages clearer and sell products more effectively.

**Objective:**
- To transform standard 2D graphics into an effective audiovisual product
- To learn both design and animation tools, theories and techniques.
- To work with music, sounds, photography, character designs
- To create a motion design animation featuring a strong message on any chosen theme.

**Methodology:**
- Teach by example
- Critical thinking, workflow and technical prowess in different software tools (like Adobe Photoshop, Illustrator and After Effects)

**Faculty Profile:**
Victor holds a BA in Communication and Audiovisual Arts from Universidad de Palermo (Buenos Aires, Argentina), specializing in 2D Character Animation and Motion Design. He has worked in Video Games, Motion Design products such as Motion Graphics, Motion Comics, Audiovisual Infographics, Visual Effects, Brand Animation etc.

He is currently the Lead Animator at Syrenaica Games, a multi platform game development studio based in Santiago, Chile, founded by former EA Games producer Oscar Contreras.

**Current affiliation:** Professor at DuocUC

**Email:** hyo.exe@gmail.com

**Website:** http://www.syrenaica.com