

BRANDS IN MOTION COURSE

*A graphic design approach to contemporary design
above brands in motion.*

Course Codes:

B-KH-201-CS-2-252602-08

M-KH-201-CS-2-252602-08

Brands in Motion: Visual Identity for the Digital Age

In today's landscape, a brand is defined by its communication, which is now predominantly digital. Screens have their own visual language, fundamentally changing how we perceive, interact with, and design brands. This intensive one-week course explores how brands leverage motion to tell stories and stay relevant.

We will analyze current motion branding strategies and examine how animation influences the core identity of a brand. On the practical side, students will work on a hands-on project: creating a high-quality video-reel to showcase a branding concept.

Who is it for? The course is specifically designed for Graphic Design and Animation students. A basic creative command of animation software (such as After Effects or similar) is required to get the most out of the workshop.

Project Toolkit: What to prepare in advance:

To maximize our time during this intensive week, students must arrive with a pre-existing branding project. This project will serve as the raw material for the motion exercises.

Required assets:

- Visual Identity Core: Logo (vector format), color palette and typography files.
- Graphic System: Elements like patterns, icons, or secondary shapes that define the brand's visual language.
- Applications: At least 3–4 mockups or layouts (e.g., stationery, social media posts, packaging, or environmental graphics) depending on your projects.
- The brand project can be based on a product, a service, a company, an institution, a space or an event. The nature of the brand is flexible, as long as it has a defined visual identity.

Optional (but recommended):

If you have already experimented with animating any of these assets, bring your source files (After Effects, Lottie, etc.). We will review, refine, and integrate them into the final reel.

Course language: English

Number of students: 6-10

Location and timeslot of the classes: Graphicdesign Homespace (üvegterem), 10:00-12:50

Teacher: Julián Gárnes / <https://rubioydelamo.com/en/> Assistant of the teacher: Adrienn Császár

Timeline & Milestones

The course follows a professional workflow, moving from conceptual strategy to final production.

Day	Phase	Key Milestone
Day 1	Theory & Audit	Theoretical Introduction and Peer review of existing branding projects.
Day 2	Planning	Narrative strategy and creation of a Simple Storyboard and Animatic (timing & rhythm).
Day 3	Pre-production	Preparing assets for motion and building
Day 4	Production	Deep dive into animation, transitions, and assembling the Video-reel .
Day 5	Delivery	Final screening, and group critique .