

Aisulu Sadibekova, '26, BFA Animation (Minor Graphic Design)

## MOTION DESIGN EMPHASIS (BFA ANIMATION)

Where ideas move. Where design meets time, story, and impact.

### WHAT YOU'LL LEARN

Motion Design at Otis College is where animation, graphic design, and storytelling converge. As an area of emphasis within the BFA Animation program, Motion Design equips students to communicate ideas through movement by transforming typography, imagery, data, and sound into dynamic visual narratives.

Students build a strong conceptual and technical foundation in animation while developing specialized skills in motion systems, time-based design, and visual communication. Coursework emphasizes design thinking, narrative clarity, and experimentation across digital platforms, preparing students to create work that informs, persuades, and captivates audiences across media. Students develop professional interpersonal skills by presenting and pitching motion design concepts to a group, refining their ability to communicate ideas clearly and persuasively.

By graduation, students will have a professional motion design portfolio that reflects both creative vision and industry-ready execution.

### HOW YOU'LL WORK

Think concept-driven. Think design-forward. Think motion with purpose.

Motion Design students work in a studio-based environment that mirrors professional creative pipelines. Projects move from research and ideation through storyboarding, animation, and refinement, encouraging iteration, critique, and collaboration. Students explore both expressive and strategic approaches to motion that range from brand storytelling to experiential and screen-based work.

As part of the Animation program, students benefit from cross-disciplinary learning while focusing their practice on motion systems, typography in time, and design-led animation. Faculty mentorship emphasizes clarity of message, visual rhythm, and adaptability across platforms.

You'll build creative fluency in:

- **Motion graphics and time-based design**
- **Typography in motion**
- **Storyboarding and visual sequencing**
- **2D animation and compositing**
- **Design systems for screens and media**
- **Sound, pacing, and visual rhythm**
- **Creative problem-solving and critique**
- **Professional workflows and presentation**
- **3D title/logo design and animation**



**“Animation is a field that is always evolving with new techniques and software, so our program needs to prepare students to be innovative and flexible. This Motion Design area of emphasis ensures that our students won’t be lost in the sea of ‘generalist’ animation work.”**

**—Ron Bernard,  
Chair, Animation Program**



**PROGRAM  
OVERVIEW**



## MORE INFORMATION

**Ron Bernard,**  
Department Chair, Animation

**Michael Kelly,**  
Motion Design Area Head

Animation is a STEM-designated program.

### Admissions and Aid

Phone: 310-665-6820 or  
800-527-Otis (6847)

Email: [admissions@otis.edu](mailto:admissions@otis.edu)

Apply: [otis.edu/apply](https://otis.edu/apply)

Admitted Students Guide:  
[otis.edu/admitted](https://otis.edu/admitted)

## CAREER PATHS

Motion Design graduates are prepared for creative roles across media, entertainment, branding, technology, and experiential design. With a foundation in animation and a specialization in motion-driven communication, students enter the field ready to collaborate, adapt, and lead in fast-evolving creative industries.

### JOB TITLES INCLUDE:

Motion Designer • Motion Graphics Artist • Title Designer •  
Brand Motion Designer • Visual Designer • Content Designer •  
Animation Generalist

### ALUMNI WORK AT:

Studios, agencies, entertainment companies, tech firms, and creative teams across film, television, advertising, streaming media, and digital platforms.

## THE X-FACTOR

What sets Motion Design at Otis apart?

- An emphasis embedded within a rigorous Animation program.
- A design-first approach to animation and storytelling.
- Studio culture grounded in critique, iteration, and experimentation.
- Faculty who are active industry professionals.
- Access to the vast creative, entertainment, and tech ecosystems in Los Angeles.