

MOTION DESIGN & ANIMATION

WHAT IS MOTION DESIGN AND ANIMATION?

Motion Design & Animation blends graphic design, storytelling, and time-based media to create moving visuals for film, television, web, games, and advertising. This field combines technical skill with creative vision, enabling designers to bring concepts to life through movement, sound, and interactivity.

RELATED CAREER TITLES

2D/3D Animator/Modeler	Creative Director	Motion Designer	Title Designer
AR/VR Experience Designer	Explainer Video Artist	Multimedia Specialist	UI Animator
Animation Director	Game Cinematics Artist	Post-Production Specialist	Video Editor
Broadcast Designer	Illustrator	Stop Motion Animator	Virtual Production Designer
Character Animator	Interactive Designer	Storyboard Artist	Visual Effects Artist (VFX)
Composing Artist			

TRANSFERABLE SKILLS

Animation & storytelling	Industry-standard software	Serves clients/customers
Audience engagement	Platform-specific design	Sound & motion integration
Creative innovation	Presentation & critique	Teamwork and collaboration
Creative listener/thinker	Project & time management	Trend awareness
Critical thinking	Sees things in two- and three-dimensional forms	Understands and maintains current technology
Cross-department collaboration	Self-discipline	Visual communication

Attainment and demonstration of [NACE Career Readiness Competencies](#) help prepare for a successful transition into the workplace.

CONTACT FOR ADDITIONAL INFORMATION

School of Visual and Performing Arts - Schmidt Foundation Center for Art & Design 119 - 785.628.4247

RELATED CAREER EXPLORATION LINKS

National Visual Arts Standards: www.arteducators.org/research/national-standards

United States Government Jobs in the Arts: <https://www.governmentjobs.com/jobs?keyword=Arts>

National Endowment for the Arts: www.arts.gov

FHSU Career Development Office: www.fhsu.edu/career/

Occupational Outlook Handbook: www.bls.gov/ooh/