4 Motion Design



Northern Star Optical House



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Title Design and other Multimedia Design Services

Northern Star **Optical House** is ready to meet all of your **kinetic** design needs. Our designers have substantial experience in **broadcast design**. They have a wealth of knowledge and creativity to bring to your project. For more information on particular departments, email the managers listed on our contact page. Rates vary depending on the project. Estimates can be provided after an initial consultation. To see some of Northern Star's completed work, check out our "Sample Videos" page.

Television Services	Let us design **titles** and **bumpers** to accompany your television show or news broadcast. We specialize in **motion**, including **animations** and **flying logos**.
Major Motion Pictures	Our staff is experienced in title design for major motion pictures. We develop unique and interesting titles that are either **narrative** or **abstract**. We also create exciting **trailers** that are sure to draw audiences to your films.
Other Video Projects	We provide editing services for other film-related projects, including commercials, music videos, and more.

Designers who wish to work for Northern Star Optical House can apply by mail. Send a **reel** of completed projects and a résumé.

Get ready!

1 Before you read the passage, talk about these questions.

1 What type of design is involved in television production?
2 What area of design involves moving pictures?

Reading

2 Read the webpage. Then, choose the correct answers.

1 What is the purpose of the webpage?
- **A** to instruct users how to edit videos at home
- **B** to describe the services of an optical house
- **C** to promote video editing software
- **D** to provide information about starting an optical house

2 Which of the following is NOT available from the company?
- **A** printed promotional materials
- **B** development of narrative and abstract titles
- **C** design of flying logos
- **D** commercial editing

3 How can a designer apply for a job at the company?
- **A** by sending a reel and résumé
- **B** by editing a commercial
- **C** by emailing the manager on the contact page
- **D** by looking at the "Sample Videos" page





LIVEWORKSHEETS



Vocabulary

3 **Match the words (1-8) with the definitions (A-H).**

1 __ animation
2 __ broadcast design
3 __ bumper
4 __ flying logo
5 __ kinetic
6 __ motion
7 __ optical house
8 __ trailer

A capable of motion
B a sequence intended to play between shows
C the art of designing media for use on television
D an animated station identifier
E the discipline of design in which designers create moving elements
F a short feature designed to advertise for a movie or television show
G a moving image that can be narrative or abstract
H a studio of designers who create titles and trailers

4 **Read the sentence pairs. Choose which word or phrase best fits each blank.**

1 **abstract / narrative**

A A(n) _____ title design works to tell a story.

B The _____ titles featured colorful designs alongside the credits.

2 **reels / titles**

A Designers can use _____ of their previous projects to apply for motion and broadcast design jobs.

B _____ list the cast and credits of a movie or television show.

5 **Listen and read the webpage again. Where can Northern Star's completed work be seen?**

Listening

6 **Listen to a conversation between a designer and a client. Mark the following statements as true (T) or false (F).**

1 __ The woman wants abstract titles for her movie.
2 __ The man recommends another studio to design the trailer.
3 __ The woman is interested in seeing a reel DVD.

7 **Listen again and complete the conversation.**

Designer: Tell me **1** _____ _____ _____ project you have for us today.
Client: Well, I have a short film that I need **2** _____ for.
Designer: Okay. Did you have any specific style in mind?
Client: Yeah. I definitely **3** _____ _____ _____ to be abstract.
Designer: Okay. Can you tell me **4** _____ _____ _____ the film?
Client: It's a dark film. It's sort of a mystery.
Designer: I see. Have you thought about using **5** _____ _____?
Client: I hadn't considered it. It **6** _____ _____ a good idea though.

Speaking

8 **With a partner, act out the roles below based on Task 7. Then, switch roles.**

USE LANGUAGE SUCH AS:

I definitely want ...
Have you thought about ...?
Would you recommend ...?

Student A: You are a designer. Talk to Student B about:

- what kind of project he or she is working on
- what kind of title design options are available
- what kind of bumper design options are available

Student B: You are a client. Talk to Student A about what you need designed for your project.

Writing

9 **Use the webpage and the conversation from Task 8 to describe the services offered at an optical house. Include: the services offered for films, the services offered for television, and how prospective clients can view past work.**

LIVEWORKSHEETS