



MOMELOVE Presents

CoMotion 2020



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WRITTEN BY: Arianna Lee + Lirio Ramirez

EDITED BY: Anna Yang + Anna Vallario + Cat McCarthy



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Foreword

What makes CoMotion so successful? As the Chair of MOME, I get asked this question a lot and I always find it difficult to explain this to anyone who is not from our world of motion design. Just like the common bond and spirit that exists within our unique industry, and it is unlike any other, it can be a real challenge to convey the true meaning and feeling to someone.

How can you explain the sacrifices and commitment, the endless days and weekends that can go into something that an ordinary person might look at and simply refer to as “a pretty cool animation”? At least we hope we get that response! I like to think of it as trying to describe your best

friend or your partner to someone. There’s only so much you can say, and the rest is simply what you feel in your heart. I mean, try to come up with a better name for SCAD’s #1 student club other than MOME Love? It’s impossible! From the students that are just beginning their journey to the veterans of this amazing industry, CoMotion is a one of a kind event that all of us look forward to year after year. A destination that welcomes our passion and love for motion design and celebrates what is truly meaningful and special about our business.

Kelly Carlton,
Chair of Motion Media Design

Acknowledgment

This book is dedicated to the professionals who share their time, expertise and passion to the next generation of motion designers. We are forever in debt and are so grateful to all of you. Moreover, we would like to thank our professors, who guided and counseled our CoMotion team, pushing us to make each year better than the last. Through love, sacrifice, and discipline, you have taught us through the years to become the people and designers we are today. We would also like to thank the officers of MOME Love, especially Co-Presidents Nicole Pappas and Lauren Kittle, for organizing and making this dream of ours into a reality. Thank you for devoting an incredible amount of

time, energy and effort in realizing what was once just an idea into a fully organized event. At last, and surely not least, we would like to thank the students. Thank you for every late night and early morning, and thank you for being the reason we are so proud to call ourselves MOME Love.

Jose Peña,
Creative Director

CoMotion Origins

CoMotion began on April 17th, 2010 as an offshoot of SCAD's "Inspire" conference. Pioneered by Motion Media Design Club student leaders (MOME Love) and the Professional Audio Student Organization (PASO), CoMotion became a significant two-day event featuring industry professionals and partners. Through the partnership of the two clubs, and the generosity of industry attendees, the first CoMotion event hosted speakers from the motion and sound design industries, to include Brandon Alexander, Nick Campbell, Ed Green, Greg Herman, as well as guests from Motion Theory, Psyop,

SportsMedia Technology, and Superfad. The following year, Inspire and CoMotion teamed up to include a large variety of panels and lectures with Barton Damer, founder of ABC (AlreadyBeenChewed.tv) as the keynote speaker.

For the past eleven years, students have benefitted from the amazing opportunity to interact with industry luminaries and, for that, we are immensely grateful.

CoMotion Introduction

Hosted by MOME Love every year, CoMotion has become our annual, student-run motion graphics event. Students are offered priceless knowledge from top companies in the industry through their participation in our three main events. Attendees participate in portfolio reviews where students present their best work and receive feedback from a different, more experienced perspective. Students gain amazing insight and opportunities through one-on-one meetings and networking opportunities that are especially valuable for seniors and graduate students. Next, is the Student Showcase, where students display their submitted,

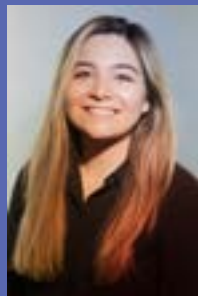
juried work to industry professionals. During the showcase, these works are evaluated by the attendees, and ultimately, winners in each category are chosen and recognized. Attending companies are able to impart lasting and impactful experiences, thoughts, and opinions on the motion graphics industry through our panel discussions. Every year, we acknowledge the impact that these growing creatives have on a malleable, emerging industry, and we are proud to continue the tradition.



Meet MOMELOVE

Our Motion Media Design Club, MOME Love, is a driving force for many students both in and out of the classroom. Different styles and methods come together and form more than a student-led club, they create a community.

This student-led club meets every other week in Montgomery Hall. During these meetings, MOME Love helps students develop skills with software, pitch their ideas, creating a space allowing students to collaborate with each other in different productions and discuss the trends of the industry.



Nicole Pappas

Co-president



Lauren Kittle

Co-president



Anna Vallario

Treasurer



Kasella Acain

Officer



Will Burkart

Officer



Krysta Coates

Officer



Carly Johnson

Officer



Zach Hixon

Officer



Tahj Stover

Officer

Meet The Co-Presidents

Nicole Pappas & Lauren Kittle



Nicole Pappas

How has being a part of MOME Love impacted you?

In terms of impact, it's taught me how to be a good leader, how to inspire others, and how to keep the club and myself organized. It has taught me how to really listen to everyone's ideas and figure out the best route for us to take as a team. It made me realize how I aspire to always help and guide others, whether it's answering students' questions about random motion graphics-related things, MOME Love, the motion industry, or about being successful here at SCAD.

What is something you always look forward to during CoMotion?

The premiere of the title sequence is always exciting. I get goosebumps during the showing. Being able to watch the reactions on people's faces during the screening is so rewarding. Another thing is hearing about all the success that comes from attending CoMotion. Hearing students talk about the opportunities they came across and how specific conversations with the companies inspired or enlightened them makes me so proud. It also means so much to

see the number of company RSVPs go up each year, proving that they have faith in our event that we've done for the past decade.

Can you describe a bit of your role within MOME Love and CoMotion?

Lauren and I work with the team to plan, organize, and create CoMotion overall. We work closely with our chair, Kelly Carlton, and go over budgets, physical resources, coordinating with companies, alumni and others. We relay information about the event to attendees, coordinate portfolio review scheduling, organize the Student Showcase, and plan our speakers. We mostly make sure everything can go through to make

How do you manage an organization within your personal and academic

I learned that writing everything down in my personal notebook or iPad helps me complete my goals and keep track of things. Patrick Knip, who was co-president with me last year, taught me to take everything one step at a time. Also,

knowing when to delegate and lean on others is important as you can't always handle it all. I'm lucky enough to have such a supportive team that is always willing to jump on any task I need another hand on. Pre-planning is also important as it creates deadlines and checklists to meet before the big event and allows us to adapt to schedule

What is your dream role within the workforce?

Working with others at a studio is my plan after graduation. I feel the end product is always better and more rewarding when it's more than one person tackling a project. I can see myself potentially being a Creative Director one day, but I'd want to work up from being an Animator or Designer to a lead role, and then Creative Director or Art Director. Overall, I'm just excited to get to work with incredibly talented people and absorb as much as

What was your role behind the scene for the production of the event?

MOME Love starts planning for CoMotion in May, about 10 months in advance. We start booking venues, caters, thinking of panel discussions, the list goes on. This year, my role as Co-President was to respond to company emails, plan meetings with our department Chair and Assistant chair, organize panel discussions, and the portfolio review schedule. Nicole, the officers, and I did everything we could to ensure that CoMotion 2020 could happen and be successful!

What is your favorite aspect of Motion Graphics, and what are some future goals that you have within that industry?

My favorite aspect of motion graphics is that there are no rules. There isn't one way to creatively solve your problem. There are so many different styles and techniques you can try. Another aspect that I like is that the motion graphics industry is a melting pot of so many other disciplines, film, illustration, visual effects. I like that there's always something new you can learn. My future goal is to work at a studio where I can be a part of a team that creates awesome work. Hopefully, with time I can become an Art Director then Creative Director. Maybe freelance one day, who knows. I'm excited to see where this journey takes me.

What is your favorite thing about being a part of MOME Love?

I have so many things I love about MOME Love! I love the sense of family and community, and how we all share the objective of lifting each other up. Also, knowing when

a peer creates a cool effect, I can approach them and learn from them. I love being a part of a team that works hard, but also wants to have fun in the process. All in all, I love the MOME Love meetings and getting together with everyone.

How does your role as Co-President impact you, and how has your role changed since being an officer to co-president?

When I was an officer I was in charge of selling merchandise and keeping track of our finances. Since being a Co-President my role has changed so much! Nicole and I spend our time making sure CoMotion planning goes smoothly, responding to the email inbox (which is somehow always full), and planning officer and club meetings. Being a Co-President has impacted me in such an amazing way. Often, I stop and think how lucky I am that I get to work along such an amazing team of people.

What are some of your other creative outlets?

Outside of motion graphics, I enjoy taking photos, painting, and doodling on my roommate's iPad.



Lauren Kittle



FRI Mar/06

- 9:00 AM **Company Check-In**
SCAD Museum Theatre
- 10:15 AM **Opening Statement**
10:30 AM SCAD Museum Theatre
- 10:30 AM **Student Showcase**
12:00 PM SCAD Museum Theatre
- 12:00 PM **Group Lunch (All Employees)**
1:00 PM SCAD Museum - 2nd Floor
- 1:00 PM **15 min Break**
1:15 PM
- 1:15 PM **“Women in MoGraph”**
2:30 PM SCAD Museum Theatre
- 2:30 PM **30 min Break**
3:00 PM
- 3:00 PM **Portfolio Reviews**
6:00 PM Arnold Hall

SAT Mar/07

- 9:00 AM **Alumni Panel**
10:00 AM SCAD Museum Theatre
- 10:00 AM **Portfolio Review (Group A)**
1:00 PM SCAD Museum - 2nd Floor
- 10:15 AM **“Cross-Platform Design”**
11:30 AM SCAD Museum Theatre
- 11:45 AM **Employer Lunch (Group B)**
12:45 PM SCAD Museum - 2nd Floor
- 1:00 PM **Portfolio Reviews (Group B)**
4:00 PM SCAD Museum - 2nd Floor
- 1:15 PM **Employer Lunch (Group A)**
2:15 PM SCAD Museum - 2nd Floor
- 2:30 PM **“Does One Size Fit All”**
3:45 PM SCAD Museum Theatre
- 4:00 PM **Keynote Speech**
5:00 PM SCAD Museum Theatre
- 5:00 PM **Award Ceremony**
7:30 PM SCAD Museum Theatre

Meet the Team

“To the CoMotion branding team, from conceptualization to the last frame rendered, a visual love letter embodying the very spirit of this conference. With your dedication, the very definition of true grit.”

All of this year’s team members were asked to answer a quick question:

Q: What song best describes your energy?

A: See Next Page





Jose Peña
Creative Director

A: "Lost in the World" by Kanye West



Kim Lin
Art Director

A: "Love so Sweet" by ARASHI



Marly Koven
Producer

A: "Brandy (You're Fine Girl)" by Looking Glass



Yuying He
Lead Designer

A: "Never Enough" by Loren Allred



Anna Yang
Lead Graphic Designer

A: "At Least I Look Cool" by Sasha Sloan



Kegan Marks
Lead Animator

A: "Spain" by Chick Corea



Freya Yeh
Animator

A: "Wild Things" by Alessia Cara



Ashkay Tiwari
Designer

A: "Parabola" by TOOL



Hui Yu Yang
Designer

A: "Lightyears of Slitude" by Enno Cheng



Katherine Monday
Graphic Designer

A: "Aquarius / Let the Sunshine In" by The 5th Dimension



Anna Vallario
Graphic Designer

A: "If it Wasn't for the Nights" by ABBA



Krysta Coates
Graphic Designer

A: "Diana" by Paul Anka



Cat McCarthy
Graphic Designer

A: "The Last Waltz" by Van Morrison



Arianna Lee
Documentation

A: "IDK!" by Willow Smith



Molly Hoskins
Animator

A: "Rely" by Flor



Tyler Rispoli
Animator

A: "Patience" by Tame Impala



Symphony Allison
Animator

A: "Cinnamon" by Hayley Williams



Susie Scheer
Animator

A: "Bambro Koyo" by Bonobo



Ghia Villasin
Designer

A: "Where The Sidewalk Ends" by Sidney Gish



Kexin Yang
Designer

A: "Fable" by Mili



Lirio Ramirez
Documentation

A: "Disco" by Surf Curse



Andrew Goodridge
Web Developer

A: "Plantasia" by Mort Garson



Eric Flatt
Web Developer

A: "I Found a Way" by Drake Bell



Jack Steadson
Experiential

A: "Take Me Home, Country Roads" by John Denver



Zac Bazzoli
Experiential

A: "Fireflies" by Owl City



Luke Hildreth
Experiential

A: "Borderline" by Tame Impala

Meet The Directors

Jose Peña & Kim Lin



Jose Peña (JP)

Creative Director

What inspired you for this project?

We are consumed by ideas. In one way or another, ideas shape us and make us who we are today. They always begin as a small thought that grows through questioning and curiosity, transforming itself into a complex and developed concept. I believe the idea of CoMotion is to bring together amateurs and professionals with one common passion, Motion Design. With this in mind, I thought it was almost a necessity to bring to life the process all of us go through every project, ideation.

What would you change about this project, if anything?

Honestly, I feel that the whole team has done an amazing job in bringing this concept to life, and I wouldn't change anything about the project; it has truly been a wonderful experience.

What was the most difficult part about this project?

Animation. This sequence was intentionally shorter than the rest of the CoMotion sequences because we wanted to have complex shots and really polish them out. Some shots took a few days of basically just figuring out how exactly we were going to animate them, which in my opinion, is the most fun part of animation.

How did you translate this idea into art?

Instead of how well you should be with design, I think turning ideas into art depends more on "communication." It is an issue for not only communicating with your group members but also a challenge of how to do visual communication with your audiences. Thus the most challenging task right here, I believe, is how you can provide as many styles and designs and figure out which one works the best with the branding and the concept behind it.

Has this prepared you for the workforce?

I would say it definitely helps people who wish to work in a design studio after graduation. Because you need to work with a large team once you get into a studio, and sometimes you even have to deal with several tasks with more than one group at the same time. So I'd recommend to people who want to train themselves for their future career to try to participate in CoMotion branding team, it is worth a try.

Any advice for the future art directors?

Never hesitate to go beyond! Be brave with your designs, and always remember to communicate with your team. Try to understand other designers' questions, and you should be willing to help them out. But other than this advice, I think enjoying this opportunity is the most important. Have fun!



Kim Lin

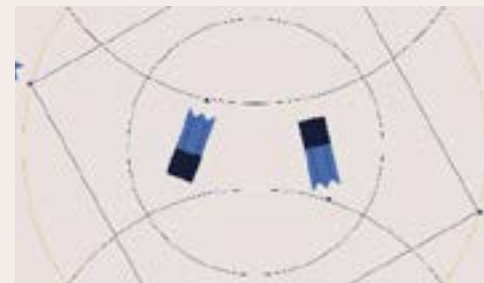
Art Director

Highlight from Design Team

The design team collaborated together to design and create styleframes as well as the processbook.

“The most unforgettable experience for design team is how we interpreted everyone’s ideas throughout the process. Seeing our style frames animated after all the different stages we worked through was extremely rewarding.”

- Kim Lin
Art Director



Highlight from Graphic Design Team

The graphic design team was lead in preparing event deliverables content for attendees, as well as informational posters and promotional content.

“It’s a really unique dynamic of all women designers lifting each other up to accomplish really great things. It’s been an uplifting experience working with designers who all respect and trust one another.”

- Anna Vallario
Graphic Designer

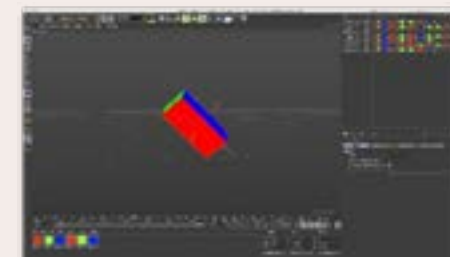
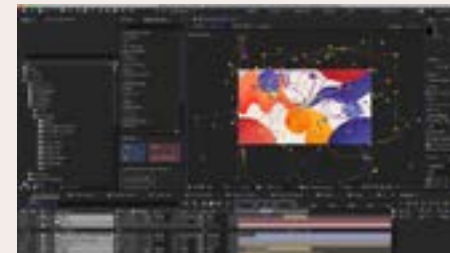


Highlight from Animation Team

The animation team worked hard to solve problems in translating design styleframes into a full-scale, fully realized animation.

“We lucked out this year with a super amicable and supportive atmosphere from the top down with our animation team. Since everyone was so down to help everyone else out, we were able to pick up on and learn all kinds of new skills and tricks from one another. We like our shapes and we hope you do, too.”

- Kagan Marks
Lead Animator

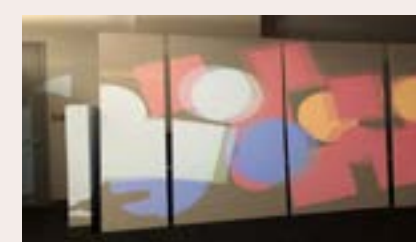


Highlight from Experiential Team

The experimental team was in charge of designing virtual environment both in real time and rendered content, taking it further than ever before.

“Having such a small team allowed us to collaborate in a tight-knit way while creating the off-screen experience at CoMotion. We love our projectors, IR sensors, clamps, lights, and nodes.”

- Zac Bazzoli
Experiential Designer





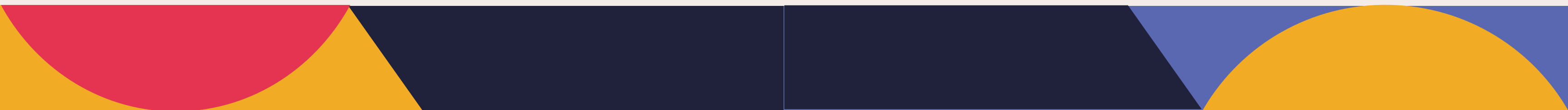
Closing Note

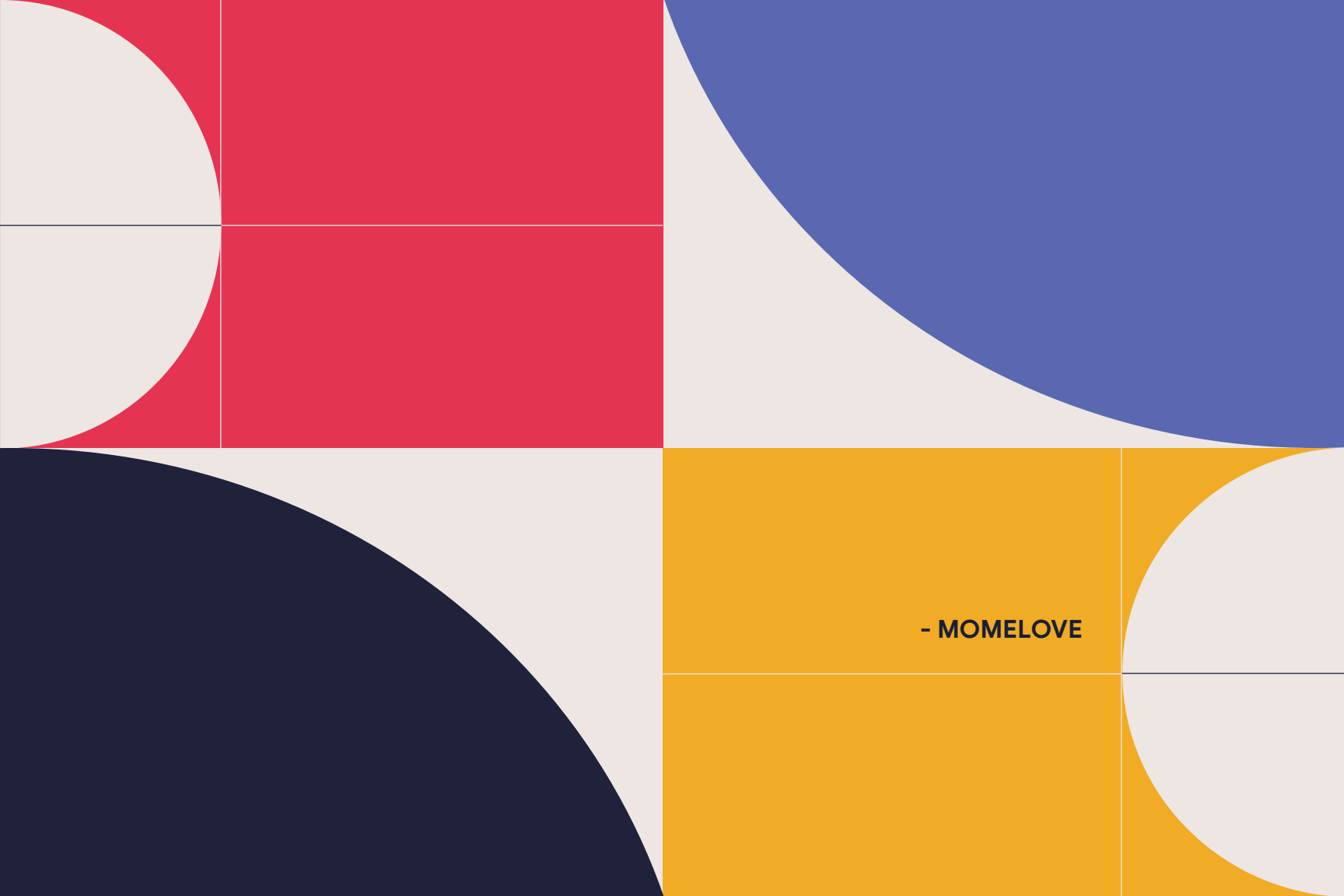
It has been a journey of eleven years. The very first CoMotion was nothing short of a miracle: a student-organized and lead Motion Design conference that gathers the best of the industry along with the young passionate talents of tomorrow.

I would like to express my deepest appreciation to all those who not only made this conference a possibility but also a great success.

Lastly, I would like to offer sincere gratitude to the support from SCAD, a leader in art and design education, and also a place we call home. Thank you.

Sincerely,
Professor Woon “Duff” Yong
Faculty Advisor of MOME Love





- MOMELove