360° Exchange:
Design in Motion Festival

Lucas Hesse

Lucas Hesse is a Hamburg-based graphic & motion designer with a strong focus on typography. During his studies in Mainz, he spent a semester abroad in Seoul, joined a course at the HfG in Offenbach under the direction of Eike König and gained experience through an internship at Studio Dumbar in Rotterdam. This made him "curious about how different personalities and people from different cultures approach design." It taught the designer how some influences can indirectly effect one another.

Lucas Hesse 常駐德國漢堡，是一位專注於字體編排的平面和動態設計師。他在美因茨學習期間，曾於首爾進行一學期的交換。他曾在奧芬巴赫設計學院接受過 Eike König 的指導，並在鹿特丹的登貝設計進行實習。這些經歷讓他"對不同的人格、以及來自不同設計文化和風格的人充滿好奇"，明白各種不同的設計如何對彼此產生微妙影響。

"For me, the same approach applies to motion design as to graphic design: less is more."

『對於我來說，應用在平面設計上的方法同樣可以應用在動態設計上：簡單就是極致。』

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360° — 請介紹一下您參與DEMO Festival的作品背景與理念。

H — 我參與DEMO Festival的作品，是與一間奧地利/荷蘭跨學科工作室Design by Toko合作完成的。他們開發了Perfect Faces，試圖探索人臉的黃金區域，並且發表了成果。他們想要通過DEMO Festival的平台，與我合作賦活這個項目，將他們32個作品中的一部分動畫化。

360° — Would you mind introducing the creative background and idea behind your work attending the DEMO Festival?

H — The work I submitted for the DEMO festival was a collaboration with the Australian/Dutch multidisciplinary agency "Design by Toko." They developed the "Perfect Faces" as an exploration of the golden section of the human face and made a publication out of it. For the Motion Festival, they asked me to bring their project to life and animate a selection of their 32 compositions.

360° — You are a motion and graphic designer. How do you understand the relationship between motion and graphic design? What needs to be focused on to make the information clearly communicated through motion design?

H — In some of my works, the graphic concept can no longer be separated from the movement concept. For me, they inevitably belong together. Only through a holistic view and the simultaneous development of both concepts is it possible to create interesting and new approaches. I would even go one step further and put the movement concept first, the graphic

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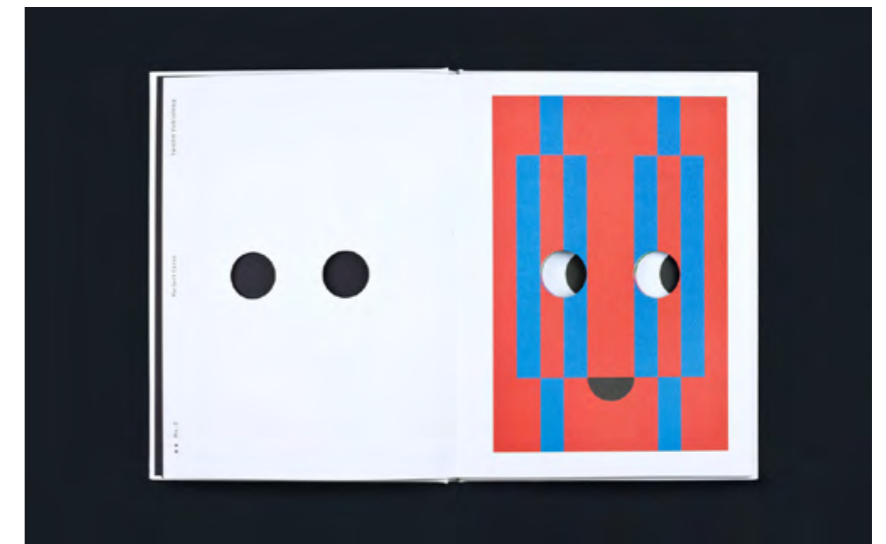Perfect Faces

Photography:
Aad-Hoogendoorn

Perfect Faces

攝影：
Aad-Hoogendoorn

4-5.
Perfect Faces

Photography:
Design by Toko

Perfect Faces

攝影：
Design by Toko

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360° — 您是一位動態和平面設計師。您如何理解動態和平面設計的關係？要通過動態溝通明確的信息，需要注意什麼要點？

H — 在我的一些作品中，平面概念不能簡單地與動態概念分開看待。對於我來說，他們彼此是相輔相成的。只有以全局視角，同時開發兩者的概念，才能夠創造有趣而新鮮的表達方法。我甚至會更進一步，將動態概念放在優先位置，而平面概念緊跟其後，這會在設計過程中導向截然不同的選擇。對於我來說，應用在平面設計上的方法同樣可以應用在動態設計上：簡單就是極致。在設計與動態概念上明確的要點，能夠更好地協助溝通。

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360° — 數字工具為平面設計創造了新的媒介。您認為這些人工智能技術與動態設計工具對於平面設計有著怎樣的影響？

H — 在我看來，每一種新技術都會為平面設計帶來變革，目前這項技術就是人工智能。平面設計是當下時代的投影，同時反映著這個時代的挑戰、潮流和科技。對我個人而言，無論是動態和平面，我都沒有在自己的作品裡使用智能技術。然而，我見過其他平面或動態設計師在自己的作品裡應用人工智能，我認為那些作品非常優秀。我非常好奇未來的平面設計審美會如何隨著科技的發展而變化。

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360° — 您如何看待如今動態設計的潮流？動態平面設計在未來有著怎樣的發展趨勢？設計師應該如何面對這樣的趨勢呢？

H — 我認為不斷發展的數字化和無處不在的屏幕讓動態設計變得越來越重要。社交網絡同時也在加強這種趨勢，並且讓動態的潮流變化得越來越快，但這或許也意味著它也會很快消散。為了與時俱進，設計師需要不斷地關注時代精神。不過對於我來說，相較關注潮流，理解內容，並且長期關注可持續的概念也是非常重要的。

technology for their work, and I find great. I'm curious to see how the aesthetics of graphic design will evolve through new technologies.

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360° — How do you think about the current trend of motion design? Where is it heading in the future? How should designers prepare for such a future?

H — I think the advancing digitalization and the ubiquitous presence of screens are making motion design more and more important. Social networks also reinforce this development and contribute to trends emerging more and more quickly, but also disappearing again. To stay up to date, it is important to keep an eye on the current zeitgeist, but for me it is just as important to deal with content instead of trends and to work on sustainable ideas in the long term.

concept then follows. This can lead to completely different decisions. For me, the same approach applies to motion design as to graphic design: less is more. A clear focus on a design and motion concept helps to communicate clearly.

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360° — Digital tools provide new media for graphic designs. What do you think about the AI technology and graphic design tools' influence on graphic design?

H — In my opinion, every new technology has a significant impact on graphic design, in this case also AI technology. Graphic design is nothing but a mirror of the current time with all its challenges, trends and technologies. Personally, I have not yet dealt with artificial intelligence in my work as a graphic and motion designer. However, what I have seen so far from other graphic & motion designers who use this