

project1.kinetic_typography

objectives

- **Translate Dialogue into Visual Composition:** Develop the skill to transform dialogue or conversation into captivating visual compositions.
- **Explore Motion Graphics:** Gain proficiency in effectively combining text and motion to create engaging animated sequences.
- **Integrate Audio Seamlessly:** Learn to synchronize audio with motion graphics, harnessing its power to enhance the emotional impact of your creation.

description

Kinetic typography is a powerful animation technique that blends the fluidity of motion with the expressive potential of text. Widely used to convey ideas, evoke emotions, and communicate messages effectively, it's a fundamental concept in communication and interaction design. Commonly found in movie title sequences, credits, advertisements, and web animations, it's a valuable skill in the design industry.

In this assignment, you'll immerse yourself in the world of kinetic typography by creating an animated piece inspired by a narration or dialogue from a movie or show of your choice. Your canvas will consist primarily of typography—no images permitted (graphic marks or elements can be included). By choreographing words and motion, you'll craft a compelling narrative that resonates with your audience.

Remember that the fusion of text and motion has the potential to evoke profound responses from your audience. Approach kinetic typography with enthusiasm and creativity, as your final piece will showcase your growing proficiency in this essential design technique.

requirements

- Resolution: Vimeo 720 HD preset
- Video compression: H.264 (for quality and compatibility)
- Aspect Ratio: Square Pixels (display friendly)
- Frame Rate: 29.97 (ensures a smooth animation)
- Duration: 30s–60s

evaluation

100 points

Your work will be assessed based on your ability to effectively combine motion and typography, in harmony with the chosen audio, to convey emotions or messages through the following criteria:

File Management/Setup (5%): Adherence to technical specifications and file organization.

Animation Techniques (20%): Animation techniques, transitions, and pacing.

Formal Design Qualities (20%): Formal design qualities with typography as the primary element.

Concept (20%): Execution of a well-planned and unique concept.

Audio (5%): Integration of audio for mood and narrative enhancement.

Text/Audio Relationship (10%): Maintaining a seamless alignment between text and audio.

Project Development (10%): Demonstrating project progression, growth, and dedication.

Participation/Rationale (5%): Active participation with clear rationales for design choices.

Final Submission (5%): Submitting all required process work in the final submission.

instructor

Cassandra Reese

creese@pennwest.edu