

project3

motion infographic/explainer

objectives

- **expressing complex ideas through motion:** Utilize symbols, icons, illustrations, and typography to express complex ideas using motion.
- **narrative craftsmanship:** Understand the art of crafting engaging narrative scripts that effectively convey serious or light-hearted messages, captivating and persuading the audience.
- **principles of visual representation:** Learn and apply principles of visual representation, including data visualization, metaphors, clarity, color theory, and symbols to convey information effectively.

description

In a world where time and attention are precious, effective communication is paramount. Explainer videos have emerged as a vital tool to efficiently introduce ideas, causes, and perspectives. Unlike conventional applications by brands aiming to introduce products, services, or convey brand essence, this project elevates the narrative itself as the focal point. It invites you to craft engaging narratives that express what truly matters to you, enabling a more personal or heartfelt connection with your audience. The objective is create a video that amplifies the value of a cause, service, or message through a crafted narrative that creates a lasting impact on your audience, complemented by visually engaging motion graphics. Success in this venture stems from achieving clarity, maintaining consistency, and displaying proficiency in utilizing visual language, principles, and metaphors, all centered around the narrative that resonates with you.

requirements

- **research and data:** Conduct research to collect accurate statistics, facts, and information relevant to your chosen topic. Utilize credible sources and appropriately cite them to support your script.
- **visual elements:** Incorporate symbols, diagrams, and charts that align with the narrative script, enhancing the understanding and engagement of the viewers.
- **narrative script:** Craft a concise, compelling narrative script that complements the visuals and effectively conveys the important message, aligning with the objectives of the explainer video.
- **duration:** 60s-90s

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 (25%): Formal design qualities, symbolism, metaphor.

Narrative/Meaning/Concept (25%): Successful communication of position and message.

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

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