

project1.moving_posters

objectives

- **Transitioning Traditional to Interactive:** Explore how traditional print media can evolve into the realm of interactive design.
- **Melding Rhetoric and Technique:** Seamlessly integrate the conventional language and style of a poster with the techniques of motion.

description

A new wave is shaping the world of poster design—"Mosters", or moving posters. This innovative concept, brought to the limelight by movie posters from the agency Geek Nation, serves to captivate and inform the audience about imminent film releases. As Josh Schaub, a prominent curator in the field, puts it, mosters blur the lines between static and dynamic, making us rethink the very nature and future of posters.

For this project, your task is to design a moving poster for an event of your choosing—be it a festival, show, sale, workshop, or anything else. Pay attention to the ambiance and setting your poster is destined for, ensuring it complements its surroundings. To truly grasp the essence and potential of motion in poster design, visiting the following websites is highly recommended:

<https://eyeondesign.aiga.org/a-new-poster-movement/>

<http://www.themovingposter.com/>

<http://www.joshschaub.ch/>

<http://blog.fidmdigitalarts.com/blog/motion-posters-ignition-creative/>

Think about how to tell a story or convey the core message of the event in the limited duration you have. Ensure a balance between the static elements of the poster and the dynamic motion, neither should overpower the other.

requirements

- Custom Composition: 1000 x 1440 (rendered in 1920 x 1080).
- Duration: Under 20s

evaluation

50 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, pacing, and looping.

Formal Design Qualities (25%): Formal design considerations; readability.

Concept (25%): Execution of a well-planned, unique concept; Mood increases attention / engagement for event.

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

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

Animated GIF (5%): Creation; looping; quality render with minimized file size.

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

instructor

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