

GD5368.01 MOTION GRAPHICS SPRING 2012

PROJECT 1: THE ANIMATED TEXT

Tuesdays,
4pm–10pm
Br305

Duration: 4 WEEKS
Final Due: FEBRUARY 21

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Kristian Bjørnard
kbjornard@mica.edu
410-709-8402
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I don't really have office hours. If you need something outside of class please email me, and I'll get back to you as soon as I can. If it is an extreme circumstance, please call.

Project Details

Choose a song, a tv/movie scene, poem or any other section of text that has at least 150 words and you feel a connection to. Animate those words in After Effects for at least 1 minute (if you pick a song, it would be nice to do as much of the song as is possible—preferably the whole length).

Let your animation approach and graphic style depend on the text that you choose, and feeling in speed, movements, fades, etc. that seem right for the piece. Be inspired by the meaning of the words or the mood of the music. My preference is that you only use type—and the occasional abstract shape or form—incorporate illustrative graphics only if they reinforce the design or add something you have no other way of achieving.

In approaching this assignment, really we are making posters, or more ethereal books, so all the normal issues of scale, typography, color, etc. are what you really need to worry about. We are simply adding motion, depth of field, and maybe changes about the different axes you don't normally have control over on the flat picture plane. Nothing else is really changing. So, don't let the fact that this is a “motion” project get in the way of your otherwise good design decisions. With this in mind, make sure decisions about legibility are intentionally made as well. Too often, in trying to keep pace with a recorded dialogue or song, not enough time is allowed for the reading of kinetic typography.

Think about the interplay between realism and abstraction. If the words themselves are easy to interpret and understand, maybe something really abstract will work nicely. If the text itself is abstract, then perhaps more straightforward presentation is necessary.

Main Requirements

- Use just typography / basic graphic forms
- Minimum of 150 words / 1 minute length
- Must have some sort of sound component in the video (the song that the lyrics are from, audio excerpt of the dialogue, or some sort of instrumental track if you are using poetry or other kinds of text—this will help to teach you to work with audio whether or not you are working with song lyrics). *Ambient tracks by Brian Eno, Zomes and Earth; or instrumental rock like Mike Oldfield's “Tubular Bells” or music by Explosions in the Sky, might make good “design-y” instrumental music.*

NOTE:

If you choose to animate a poem or section of a book, please choose non-lyrical music as your soundtrack. As we will come to see, looking at longer motion graphics is much more pleasant with some sort of musical accompaniment, or at least atmospheric sounds.

READINGS:

The readings from *Understanding Comics* talk about this in a very clear, concrete way.

AE Settings

Creating a new composition:

File > New > Composition > New Composition > HDV 1080 29.97

Exporting your file:

File > Export > Quicktime Movie > Settings (choose: “H.264” (compression type), “current” (frame rate), “automatic” (key frames), “best” (compressor quality), “automatic” (data rate)) > Size (choose: “current” (dimensions))

Uploading your file to Vimeo:

Follow Vimeo’s instructions on the upload page.

Timeline + Deliverables***January 31***

Bring Initial ideas to class, and start the storyboarding process.

February 7

Bring a finished storyboard that includes choices of typeface, colors, etc. Be prepared to point out how some of the technical aspects of your storyboard (lighting, transitions, pace, etc) reinforce the design. Some of this, like your style (type, color, etc.) ideas can be presented as draft comps in AE. It wouldn’t be bad to have started getting main scene delineations, etc. into your After Effects project by this point.

February 14

You should have a fairly rough version of the majority of your animation done by now. Class on the 14th will be a working day for this project, bring any problems, issues you may have.

February 21

Present a final of your animation to the class.

READINGS:

Read from
Understanding Comics chapter 3,
Blood in the Gutter,
for 2/7/2012.

Read from
Understanding Comics chapters
4+6, *Time Frames + Show and Tell*, for
2/14/2012.