

GD5368.01 MOTION GRAPHICS SPRING 2012

PROJECT 2: SPECULATIVE DESIGN

Tuesdays,
4pm–10pm
Br305

Duration: 5 WEEKS

Final Due: MARCH 27

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Project Details

Where use of motion graphics is often seen today is in speculative videos to either show design ideas, quickly mockup user interfaces, or give us a lens into a possible future. We'll look into how one can use AfterEffects and simple video skills to build their own examples of this.

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.

The ability to quickly manipulate and control space in AfterEffects—as well as in other tools—allows us as designers a new pace at which to build and create interface designs, hypothetical design situations, and more. Explore these ideas using whatever combination of graphics, motion, video, photos, text, illustration, sound, and anything else you desire.

Some examples of this idea take video—either contemporary footage, or actually scened, scripted, acted film—and overlay some clever graphics and text on top to create a suspension of disbelief: making the viewer think that what they are seeing is at least possible, if not actually real. Other examples of this could simply be purely graphic and illustrated works that either explain an idea, or demo an interaction or service concept.

Whatever direction you choose, please make sure that you're passionate about the content and the direction.

Main Requirements

- Can use any combination of Video, Graphics, Type, Illustration, Photos, or anything else ...
- Minimum 1 minute length
- Must have some sort of process, product, or potential future that the video describes/explains.
- The main goal is to really just try and incorporate as much as we have done this term as possible into one, solid, considered piece of motion graphics.

Good AE Settings to start/end with

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.

<https://vimeo.com/help/compression>

Timeline + Deliverables***February 28***

Bring Initial ideas to class, and start the storyboarding process. We'll discuss more about what the scope and deliverables of the project are ...

March 6

You should have your idea fleshed out and begin working on it. Cameron and Jin will be in class this day to talk about some of their work that is similar in nature, as well as give some more demos on Green screen techniques and some other video manipulation. You will also have the chance to ask questions and get some hand on help from both of them.

March 13

Spring Break. Keep working, you should have something to show me when we get back from break ... Please read *Space Time Problems* while we're on break as well.

March 20

Present a draft of your animation to the class.

This will be an inclass working day as well, so bring any other questions or problems that you are having and we'll try to deal with them.

March 27

Present a final of your Speculative Design animation to the class. (This due date may be pushed back to April 3)