

Assignment Four Outline**Typography & Animation****COURSE WEIGHTING:** 15%**DUE DATE:** April 8, 2024 @ 9:30am

Design and develop a site that expresses a consistent set of concepts through three type-focused compositions. Aesthetic and conceptual considerations about what the text says and how it is presented is central to this assignment. Use qualities of the font(s) like weight, line-height, scale, slant, and direction purposefully. The compositions can use a combination of illustration and type, and if necessary, can be saved as an SVG, however, at least one of the compositions should be made up of selectable type set in a font hosted by your site (not via a 3rd party).

Through this assignment, you will demonstrate your knowledge of:

- Web Typography
 - CSS Animation
-

Concept and Content (25%)

Your site should have a creative and interesting concept that unites the 3 compositions. No placeholder content is permitted.

Art Direction, Design, and Animation (25%)

The art direction of your typography site should align with the site's concept. The art direction is well articulated through the design and CSS styling of the elements to evoke the intended feelings in the viewer. Consider how you can use qualities of the browser window, animation, and interaction to aid in the composition. Animation should be used to add direction, emphasis, balance, and/or help tell the story. Animation is not required on every element, but it should feel present and meaningful rather than an afterthought.

Project Requirements (40%)

- A minimum of 3 typographic compositions (can be on a single page or separate pages)
- Minimum 1 locally hosted web font
- Minimum 1 variable font (can be local or cloud hosted)
- Use of CSS font/text and text formatting properties
- CSS animation
- Use of Git to submit your code.
- Site is hosted online.

Project Description (5%)

The site should include a popup or second page with a description of your site (200 words). This should include:

- your name or pseudonym
- description of your concept and art direction
- list of fonts, their designers, and links to their websites
- citations for any source materials and sources of inspiration

Sketchbook (5%)

Scan/photograph/compile your planning process into a PDF. It should include rough sketches (drawn), notes, inspiration items, and concept development.

Deliverables

All deliverables below should be submitted to Moodle by the assignment deadline.

- 1. Sketchbook concepts (PDF)**
- 2. Link to GitHub repository of completed site files**
Includes: All site documents (HTML documents, CSS, images, etc.)
- 3. Link to site online via GitHub Pages or any host/domain.**
For example: <http://username.github.io/repository>