Project 4.

Animated Identity

With more and more content moving to web, mobile and video arenas, brands and logos must no longer remain static. This project requires you to pick a company or product (or even yourself) that would benefit from a contemporary, motion-based re-branding. If you don't have any good ideas for a product or company, you could even just pick this class, GD3; or, let me know and I can assign something to you. As part of this choice, you must be able to describe "why" adding motion to this identity better represents the chosen brand. You also need to be clear how this can potentially be expanded by showing us some guidelines and various uses.

We'll look at how the concepts of time + motion can be applied to a logo, as well as how to apply something meant for motion to static objects.

We'll also use the work your doing on this project each week for learning additional techniques and concepts. Thus, you need to be making progress each week to be able to properly participate in class. The demos, discussions, and exercises we do in class will directly relate to readings, lectures and presentations that should provide further direction and ideas to your projects over the last few weeks.

The outcome should not just be a "logo in motion" for no reason, thus, these examples ARE NOT the acceptable outcomes: *http://bit.ly/nottherightkindofmotion*. None of these animations use the Motion in the logo for any particular reason other than to just be animated. Please look at the various examples I reference in Week 12 on the calendar for what would be considered acceptable. We'll look at previous student outcomes for this project in class Week 14.

Requirements

1. a Kit-of-parts (& show how the System/Kit-of-Parts works)
2. Video of the Animation: an Animation that either generates the logo, explains the system, or IS the logo
3. Example of how it is used when in motion (on a website, part of TV program, instructional video, whatever)
4. Static Examples (i'll clarify what this means when we meet again after thxgiving)
5. Explain how the animation of the identity increases the meaning of the brand or product or entity you've chosen. Have an answer to the question: why add motion to this?

This assignment will run until the end of the term. We'll look at people's completed animations on:

Wed sec1: 2013-12-18

Thu sec2: 2013-12-19

Fri sec3: 2013-12-20

SCHEDULE

Week 13:
- THXGVG BREAK — Do the readings and come up with ideas...

For Week 14:
- YOU MUST HAVE YOUR Kit-of-Parts FIGURED OUT.
- Mini Crits
- Inclass assignment generating some things with your Kit-of-Parts

For Week 15:
- Refine Animations
- Drafts of how the identity gets used
- Mini crits

For Week 16:
- Final Animation and Use presentations...

WHAT TO THINK ABOUT

Where does this animation live?

Is this simply a logo that has been set into motion?
Do the building blocks of the logo/animation actively inhabit other spaces?
Does this animation just explain how your system works?

- perhaps the background of a webpage
- just a little brand video like Cooper Union
- an activated logo sitting stationary in the masthead of a website
- some sort of video poster?
- anywhere else?

Kit-of-Parts

You must use some sort of Kit-of-Parts (or some set of rules for making decisions). This really systematizes the process. Think about systematizing color, shapes, elements, and movements. This will provide you with ample material to apply to the motion elements, while easily creating rules for applying chosen moments or graphic elements of animation to static objects.

Once you start getting the building blocks figured out, the rest should mostly just build itself.

"Systems" are still designed, up front you still should consider the relationship of the formal discussions you've made to your content, the brand and your concepts...

How/What is going to be animated?

- Motion capabilities:
  What's in motion? Why is it in motion? Are there rules for how/why things are animated?

- Print capabilities:
  whatever is in motion, this stuff has to also work still in print

Why the Motion?

Is this a single animation? does this loop? etc.