Kinetic Typography & Motion Graphics

- Basics of Typography

- Introduction to Kinetic Typography

- Introduction to Motion Graphics

Typography

Typography is the presentation and appearance of type.

Familiar of thinking of it as the **font**, but there is much more to it. Typography also has **size**, **thickness**, and **stylings**.

Typography Format

Typography is saved as an **.OTF**, **.TTF**, or **.FNT** file format.

These files store the **SVG** data of the fonts so that they can be re-rendered in different fonts and thicknesses without aliasing artifacts.

Typography files can also be edited and made into new typography files. Each file contains SVG data on how ASCII characters should be rendered.

Adobe has their own exclusive line of fonts that can be for use in any Adobe software.

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Kinetic Typography

Kinetic Typography is the act of introducing motions to typography. Typography is animated to give more meaning to words.

How the words move and how they are shaped (fonts, colors, strokes, size) give different impressions.

Kinetic Typography is almost always used to accompany a piece of vocals, such as a **speech**, **script**, or song **lyrics**.

Kinetic Typographies are a form of animation, meaning thought has to go into other principal components such as **backgrounds** and post-processing **effects** as well.
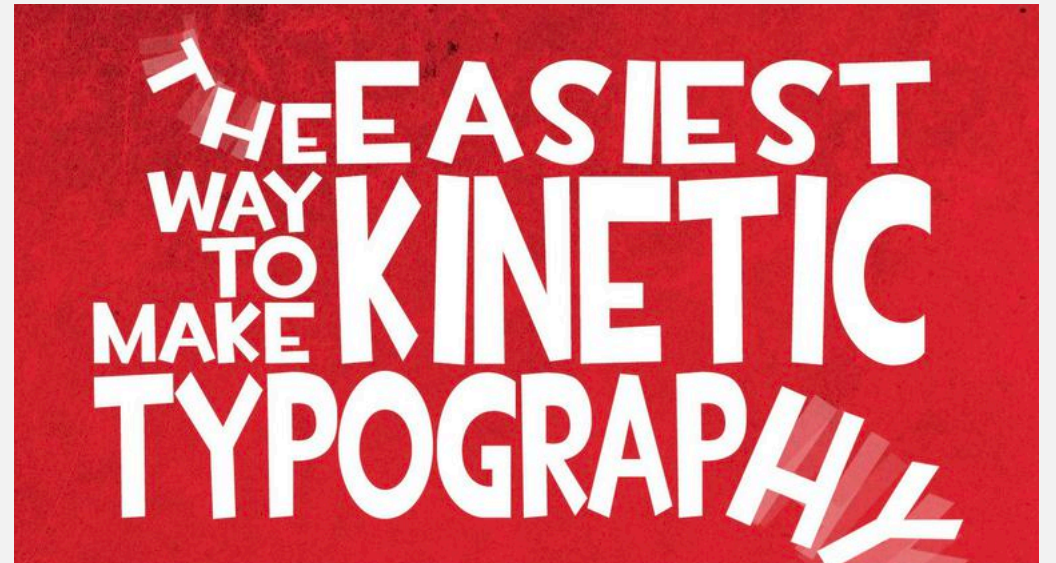
Kinetic Typography Techniques

Set up the **font type**, **size**, **color**, and **weight** before any actual animations.

Changing the appearance of text after animating can have a significant impact on the animation itself.

Break text into its individual characters such that each character is its own layer. An animation applied to one character can be copied over to ever other character with an offset so that the word animated based on a character-focus.

After Effects has a few built-in strategies for animating a string of text by individual character without decomposing the string into multiple layers of characters.
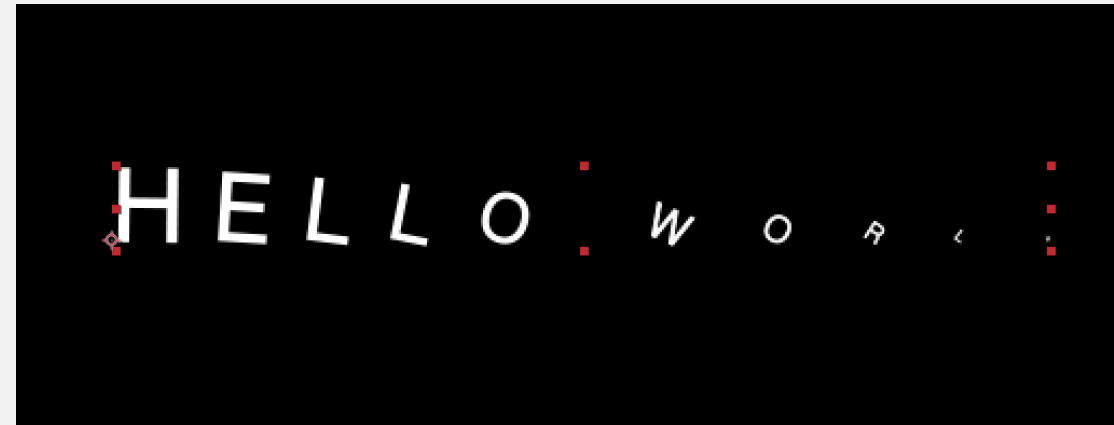
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Motion Graphics

Motion Graphics are vector-driven animations.

Unlike Vector-Based Animations, Motion Graphics are much more **abstract**, focusing less on character animation and more on animation of primitives.

Motion Graphics is commonly used to **accompany** Kinetic Typography, but can be used on its own without typography

Most of the skills learned with Kinetic Typography directly **translate** to Motion Graphics.
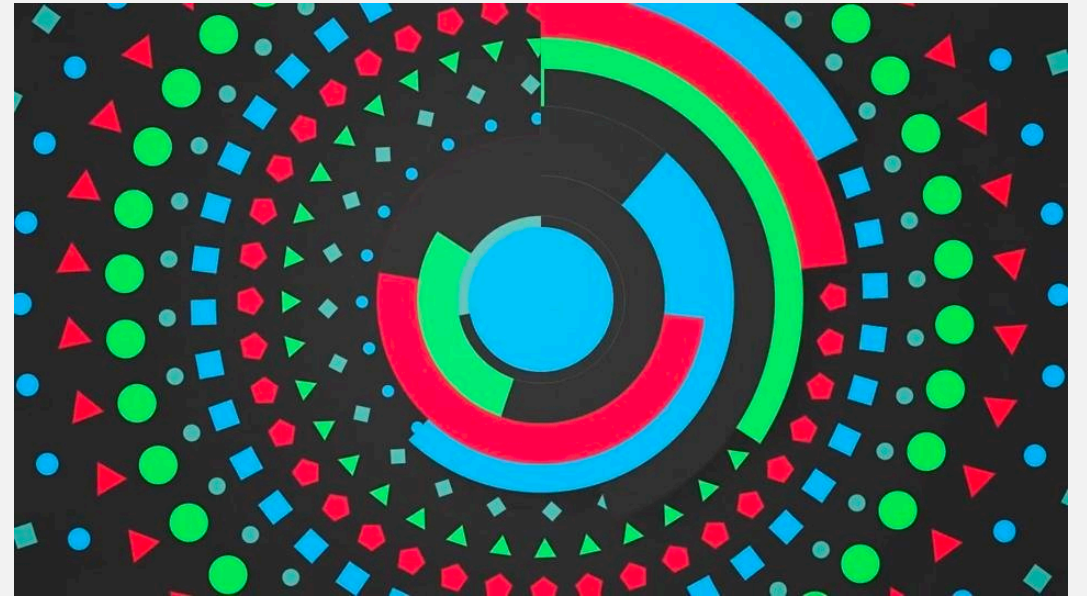
Motion Graphics Techniques

A lot of complex scenes can be rendered using just a few types of primitives.

After Effects supports the **repeater** functionality that allows you to easily duplicate motions to other shapes. You can create a set of duplicates for one primitive and offset each duplicate by a specified configuration of transformation values.

The **Motion Editor** allows for precise motion capturing and interpolation.

Primitives are animated the exact same way as text. Any animations on text can be translated down to primitives.
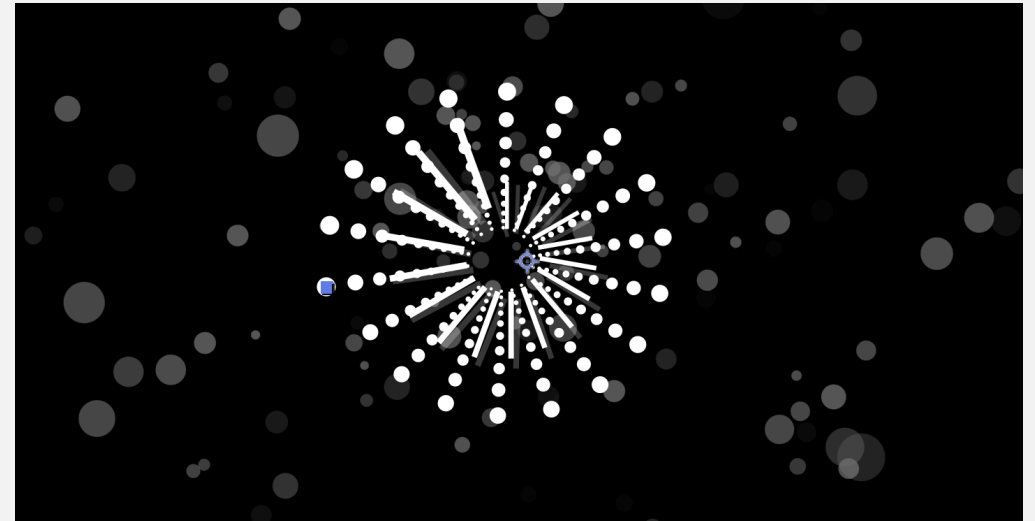
Homework

❑ Select an audio track with speaking and generate typography aligned to the audio.

❑ Allow the typography to transition in using various transformations and effects.

❑ Incorporate primitive graphic elements around the typography.

❑ Export to H.264 and upload to the course Drive.

Questions?

Live Demo