

By
Ekta Verma



Assignment 9

OPTION 1- Kinetic Typography

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Animation tool used: Adobe After Effects

Length of Video: 55 seconds

Link to Video (Embedded it in my website for Assignment 8)-

https://ektaverma166.github.io/homework_8/HTML/music.html

Link to GIT Folder-

https://github.com/ektaverma166/ektaverma166.github.io/tree/master/homework_9



Design Rationale 1

“Cut it up” Animation

The singer is talking about cutting an avocado. I added the green line to show a cutting action, and then make the text at the right appear to fall off due to the “cutting” motion. This helps establish a sense of what is being said in the lyrics using the visualizations in the text.



Pull
up

Design Rationale 2

“Spread it up” Animation

The singer is talking about spreading an avocado over his toast. The green line animates to appear to spread over the screen, covering the screen, similar to how he would cover his toast with the green avocado. This helps establish a sense of what is being said in the lyrics using the visualizations in the text.



Design Rationale 3

“Sunny side eggs” Animation

The singer is talking about making sunny side eggs. The words ‘sunny side eggs’ appear to sizzle similar to how the eggs would sizzle when being fried on a pan. This helps establish a sense of what is being said in the lyrics using the visualizations in the text.



with the

SUNNY SIDE EGGS



Thank you.