

Motion Graphics Techniques - Lesson 12 Notes

Final Project - Basic Script & Notes

The Final Project

It is up to you to design, animate and otherwise create all of the details for your final project, including finding and cutting music and providing yourself with high-res art to work with. The look and style are all up to you, as is the subject. However to make it easier I am giving you a basic template script to work from. **Remember, this is a five second piece and you need to make two of them.**

The Script

Timings are approximate but the piece needs to be exactly 5 seconds.

- Half a second

The words “Character Fact #1” animate on screen (would be “Fact #2” in the second piece)

- One second

Transition to name of your Subject and a photo/video of them

- Two and a half seconds

Fact about that person designed with on-screen type, photos, whatever you want.

- One second

Transition to “Characters” show logo with day/time info “Wednesdays at 10pm” and Breton “B” logo

Choosing a subject

You need to pick the subject for the show. It should be someone famous who is either an artist (fine artist, musician, writer, performer, comedian, etc) or someone who has helped shape the American cultural landscape (politician, transcendent sports figure, inventor, competitive hot dog eater, etc.).

Picking your facts

Since the pieces are so short, you need to pick facts that will “read” (aka make sense) quickly for people watching, as well as be memorable.

Good Examples: “Ate dog poop to become famous” (Divine), “Cut off his ear and gave it to a prostitute” (Van Gogh) or “Turned down the chance to direct Return of the Jedi” (David Lynch).

Bad Example: “Once she drove a car all day and all night until in the morning she was so tired that she got some coffee from a nearby Starbucks and then kept driving for several more hours until eventually she got there.”

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Final Project - Weekly Breakdowns

Break It Down

This is a three week project due at the start of class on Week 15. The project is designed to have three specific sets of homework deliverables due each week.

Due on Week Thirteen

In class on Week 13 you will pitch your Final project idea to us. Design a PDF pitch deck that includes:

1. Who is your subject? Why did you pick them? Justify your choice.
2. Five fun facts about them. We will edit down to two or three.
3. Freewriting. Very important. Set a timer for 10 minutes and keep writing words and phrases to describe your subject until the timer ends. Choose the best five words from there that push you in an unexpected design direction.
4. Moodboard. Pull lots and lots of images of your Subject, but also anything else that inspires you. Whittle this down to five amazing images that clearly show the way you want to approach the piece. Show us those five images, tell us why you chose them, and what they mean for the direction of your final.
5. Music. I think you should use stock music, something inexpensive like Audio Jungle. Download (free) some good options to play for us in class, and remember: five seconds is very fast, and the tone of the song should match the subject or the design of the piece you are making.
6. Three Style Frames. Spend a good amount of time designing freely, trying to visualize all of your research into imagery. Don't worry about the words yet, just make some powerful images.

Due on Week Fourteen

Week 14 you will meet privately with me to chat about the status of your project and show me your work. I want to see everything that you have prepared, including:

1. Quick, hand-drawn storyboard of both pieces, just to get your thoughts on paper.
2. Fully developed Design Boards of all shots for both pieces. These will be all broken down and labeled, and ready for animation.
3. Two cut music tracks, exactly 5 seconds each.

Due on Week Fifteen

Week 15 is the last week of classes! We will meet and look at everyone's finals, and maybe eat some donuts or something like that. You should come to class with both (or all three?) of your final five-second pieces loaded up on frame.io, ready for us to check out. Can't wait to see them!

And you should put these on your reel! Upload them to your Vimeo and IG and Twitter accounts, not to mention your portfolio site. But I would first take a few days off and then return to them, looking at them with a fresh eye before finishing them off and moving on with your life.