

WNM 663: Advanced Topics in Motion Graphics

Fall 2013

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Assignment 7: Boards for Typography Assignment

Create 6 frames that map out your animation plan - 5 seconds of dense animation or 10 seconds of loose animation

- Create a moodboard as part of your development process
- Refine and include your personal coversheet
- Sketch your type design
- Deliver a PDF presentation with 4 pages -
 - Page 1: cover sheet
 - Page 2: moodboard
 - Page 3: type sketches
 - Page 4: style frames

Objective:

tween types
variation in animation styles
composition over time
cleanliness of presentation style

Variation from frame to frame in terms of color, scale, camera pov
Professional presentation template
Convey mood/genre through stylization
Photoshop compositing skills

type usage, typeface chosen
animation that supports communication

3d camera usage
cinema 4d incorporation

Reference:

conference calls: <https://vimeo.com/59226611>

pulp fiction type: <https://vimeo.com/6789174>

love type: <https://vimeo.com/59658192>

5 second projects: <http://greyscalegorilla.com/blog/category/fivesecondprojects/>

