Sky sound - word as an image - kinetic typography

Living with an incredible musician, I wanted to present and share his musical abilities—inspired by the Grateful Dead concert in Boulder. Blue represents Sky, the musician, waves, and sound vibrations, while red represents his passion. The font is consistently Helvetica, and the animated motions were created in After Effects. Effects such as distortions, scale wipe, and wave warp created waves and liquid animations to illustrate the movement of the sound. The original beat produced from the keyboard with the guitar matches the flow of the animation. Graphics were inspired by Cecilia Erlich and from the tapestry in the background.

Finding meaningful words to portray the image created in my mind was complex. Initially, I started the project in Photoshop. Still, I found After Effects was more suited to create the animation effects of bold wave-type animation to portray the vibration and sound waves in the music.