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Art 370 Motion Design 2020

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Project 1: Affect-shifting meaning in a word/image sequence

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Goal:

The purpose of this project, like the course as a whole, is to explore how words and images affect each other. Their pairing inevitably affects their meaning; in this case their simultaneous pairing within the same time space. Another goal of the project is to *physically* experience the phenomenon of timing, (*when* something happens and for *how long*) and its importance to motion design.

Statement:

Select a text of 15-20 seconds in length.

Then collect two *different* sets of images that, when set against this text in two different versions, *shift* the feeling and meaning of the text *as radically as possible*.

Method:

Pick one screen dimension and shape to work within.

Begin and end on a black frame (**this is important** because it gives you a clear start and end point).

Cuts only.

Name your pieces "Your last name A, Your last name B" (this is so that your title does not give away the meaning of the piece).

Produce your work in InDesign; create a PDF with Acrobat Pro; put both versions on the same pdf, separated by black.

In class you will read/perform your text three times: first with *no* images; then with image set A; then with image set B.

You will change images by pressing the forward key as you speak.

The **rhythm** and **intonation** of your read should be **constant** in the three readings; the **images** and their **timing** against the text are the **variables**.

Think about:

How malleable is your text?

How many images are needed to express it (minimum of 3)?

Is the *absence* of an image an image?

When should each image come on; go off?

How should the image be cropped, if at all?

What is the image's size and position within the screen shape? What meaning does its scale impart?

What is the visual/formal *character* of the image (color, resolution, etc); what meaning does this *appearance* convey? And how does it fit *within the set of images* you have selected?

Practice. Practice. Practice.

Due:

9.10, in class. Please have your work loaded on our website before class:

art370.net