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Project 2: Motion
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GRPH-3017-306
Graphic Design 3

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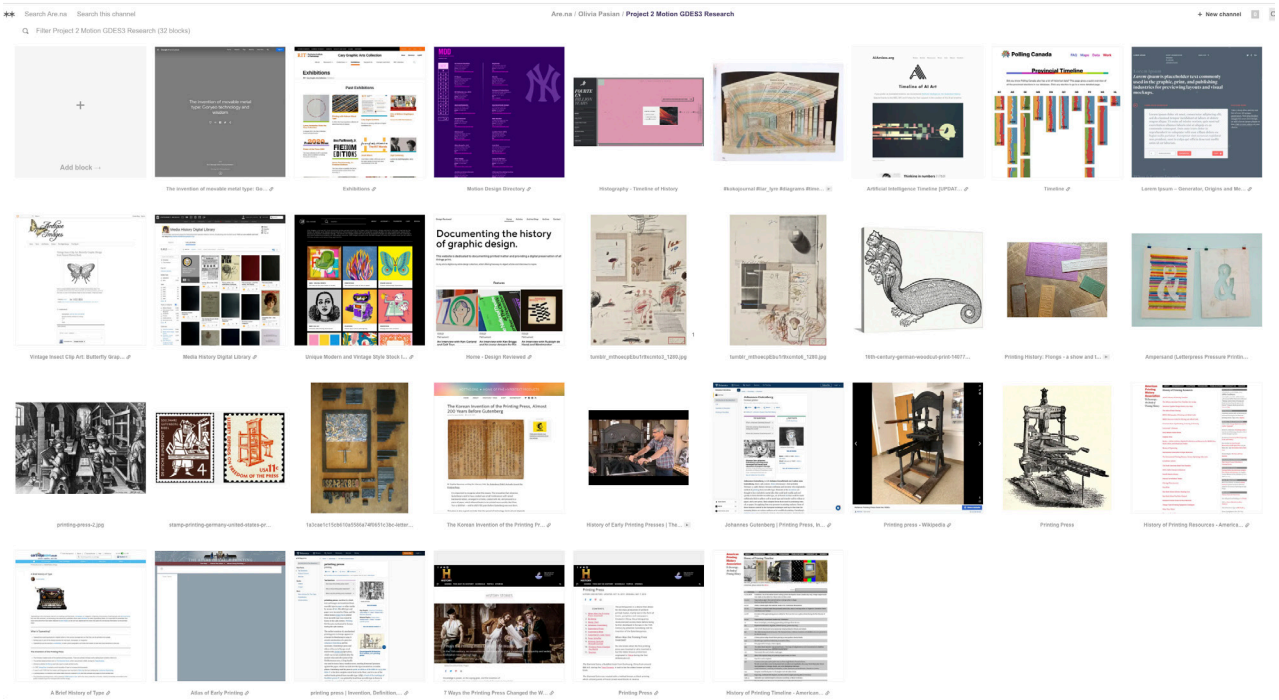
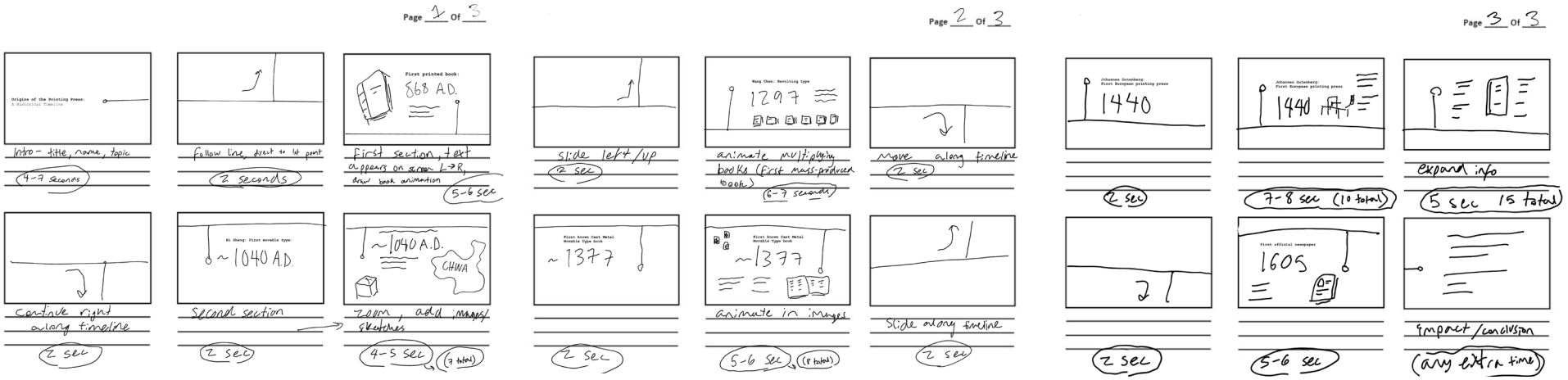


Brainstorming Concepts

The first Miro brainstorming board and my are.na for research are the two images to the right. From the beginning I knew I wanted to do something related to printing history as I've learned a bit about it in history courses over the past few years, but I decided to focus on the printing press because I feel like there is a lot of history that is not common knowledge or is just the Western history. I narrowed it down to an animated timeline of the history of the printing press in a more graphical style.

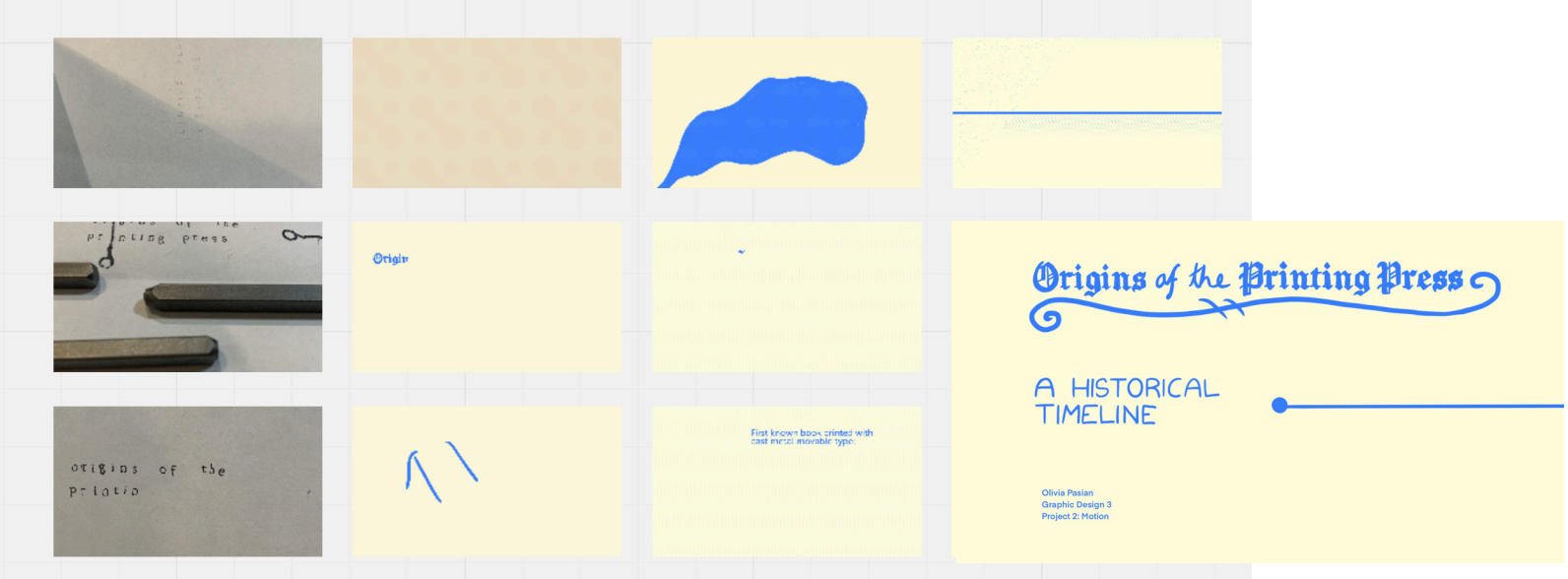


Storyboard Brainstorm:

- Beginning: intro card, maybe 5-10 seconds MAX of just typing out title, name, date maybe?
- Line from right slides over, first “tick” mark turns line direction upward and branches into first event on timeline, similar pattern for every stage
- Each important moment on timeline lasts maybe 3-10 seconds as well depending on importance, give about 2-3 seconds for each transition
- Each section has a couple info points or at least a basic caption and an image, i think it starts static then moves maybe? Or starts as a sketch and changes to a real image?

Storyboard Development

Once I had my topic, I started researching further and planning my storyboard. I realized once I started researching that there was way too much to fit into 1 minute, especially if I started from the very beginning to the present, as there is so much that has developed even in the last 50 years, never mind the last 1000. So I decided to narrow it down to just the origins of the printing press, as that section of history is the most murky and typically told in a very Western narrative. Once I had that, I considered the visuals, and I struggled with coming up with a style I was happy with. My idea was to follow a line across the screen for the whole video, which I used for my storyboard and motion studies, but I didn’t love the idea and didn’t want to keep it for the final version.



Motion Studies

After making my storyboard, I started working on my motion studies and style frames. I didn't love my whole visual concept but I wanted to start testing things out. I decided to try three methods of animation: stop motion, Procreate, and After Effects. I liked the look of stop motion but gave up on that fairly quickly because it is difficult to keep the same exact position for every image and I preferred the digital methods I tried for their portability and how I didn't have to save a bunch of images; the animations were able to be exported right away. I had not used Procreate's animation tool before but I found it really neat and easy to use, and offered the same sketchy style I liked about stop motion but was far easier in a technical aspect. I used after effects in Graphic Design 1 so I was already fairly familiar with it, but the text motion studies I tried I liked because it looked more comlicated than it was; it was very easy to use their animation effects,

https://ocaduniversity-my.sharepoint.com/personal/olivia_pasian_ocadu_ca/_layouts/15/onedrive.

AIGA Eye on Design

DESIGN + EDUCATION

Can We Teach Graphic Design History Without Chronology?

We're used to history that's taught on a timeline, but there have always been other ways of visualizing time

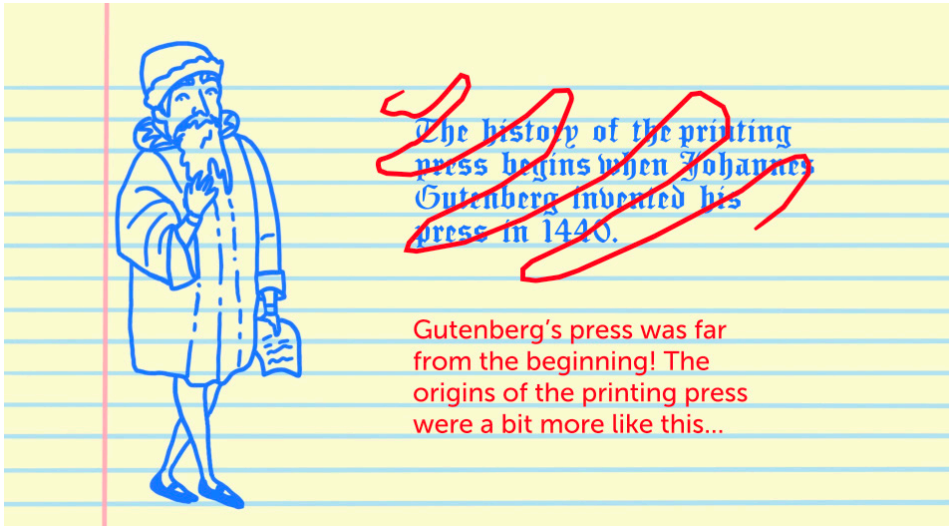
Words by Aggie Toppins

Published on October 29th, 2020

Animatic/Pacing

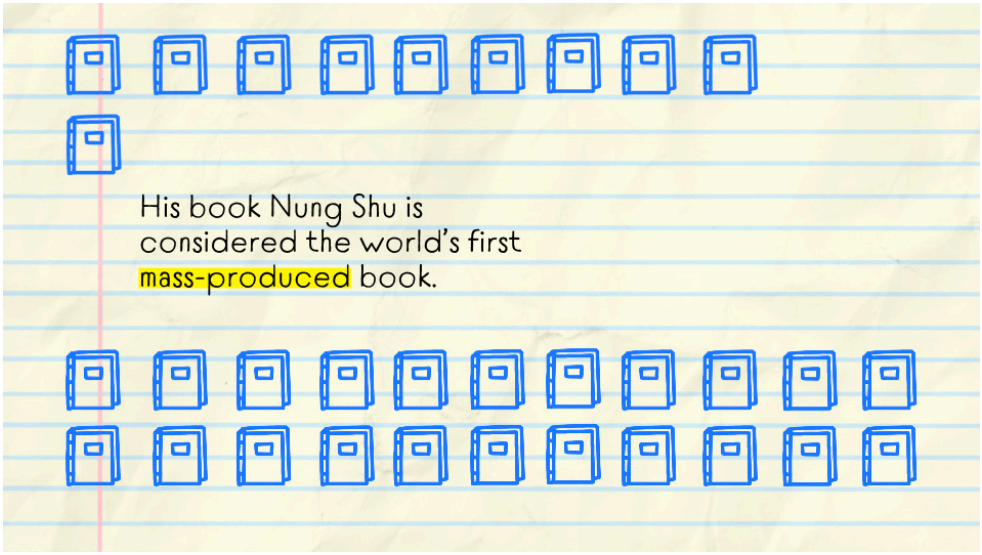
After the critique of the storyboard and motion studies, I felt like I had a better idea of the style I wanted to do for my video. I liked the idea of a sketchy notebook style and the suggestion to cross things out like how history was rewritten, so I kind of ran with those ideas for my animated storyboard. I kept the colour scheme of my motion studies, which I hadn't planned to do but I thought it fit the notebook idea, and I for the most part kept the same topics I wanted to cover in the timeline as I had included on my storyboard.

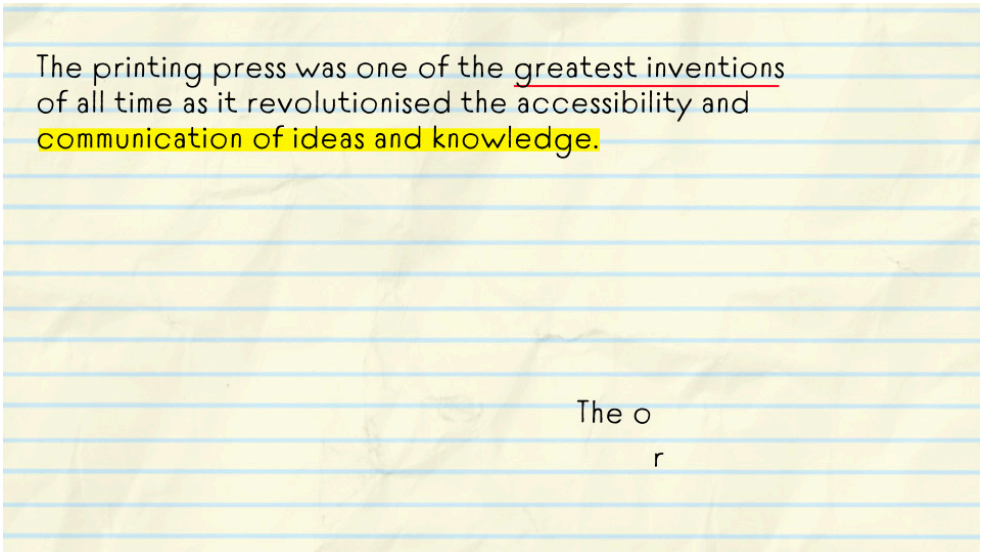
One thing I took into consideration was the Toppins reading "Can We Teach Graphic Design History Without Chronology?". I thought it was very relevant to my topic and an interesting read. I think in my case having a chronology makes sense as I want to show the development of the technology, but I also kind of went back and forth between Western history (Gutenberg made the first printing press) and the more true history where Gutenberg's invention was based on centuries of pre-existing printing technology that isn't talked about enough. I thought the discussion of chronology as a Western idea was interesting as well and again very relevant, and the reading overall made me think about what the best way to tell this history would be. I'm not sure if I have it right at this stage but I think it is progressing in the right direction.



Draft 2

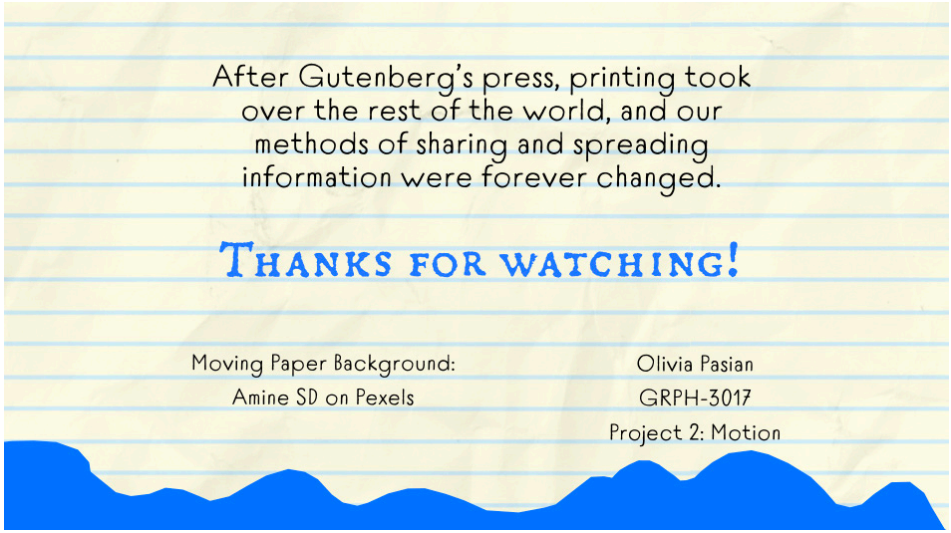
After the critique of the animatic, I was really excited to make the changes that were suggested to me. The main thing was to make it less static and less like a presentation, which I really agreed with and hadn't even noticed the issue before but once it was pointed out it was all I could see. So I tried to make it more dynamic by making use of the space more and moving the "camera" around the page. I added a moving paper background as well which I think makes it more engaging and adds more texture for the text to pop against. I also made use of the text a bit more rather than relying on illustration for the animations, and made text more of a focus. I broke up the text so it was a bit easier to read and not a huge chunk going at a very fast speed. One thing I did want to try but didn't get around to was adding more 3D effects, like an eraser or pen, or the paper crumpling. I still want to try that, because I find at this stage it is still kind of all the same, so changing up the background and add more unexpected elements would make it more engaging I think since it is such a short video. Also, I changed the idea a bit from focusing on the true history of the printing press to more of just an educational thing about the origins of this technology and how far we've come. I realized I couldn't answer "why" I wanted the true history part, so I thought that meant it might be better to change it up a bit. Now my "why" is because I think it is interesting how far information technology has come and how different our methods of printing/reading are now.





Final Draft

I actually submitted a third draft for feedback after the previous version, but there were only a few minor changes so I'll include that bit of process in here. After the critique of the second draft, the main thing to change was to overall add more fun and surprise to it, things like adding more doodly/notebook aspects and a more hand drawn feel to the title. The other thing was to make it less like a presentation. The main things I changed were more little animations like on certain words, more highlighting, highlighted words in capitals, added more surprising animations like the crumpled page, pages turning, and the ink bleed at the end. I really struggled with separating it from a presentation, because as much as I wanted to, I also liked that it has a basic typographic structure, because with only a minute to communicate information I felt like the layout I had made it more straightforward. So by adding other animations as a way to keep it engaging, I thought that was the best fix with the time I had, as I think my final video has moments of fun but also is informative, which was my main goal. I think with more time I would have liked to have taken it to another level by really having fun with the text animations, making it less of a consistent structure and presentation feel, but a consistent structure also made the animation process more streamlined as I could re-use certain animations. I am overall happy with what I made, I learned a lot and I think I fulfilled the assignment requirements.



Rationale for Final

For this assignment, I chose to focus on the origins of the printing press and their relevance today. I created a timeline of significant printing inventions and added text animations to highlight key pieces of information. I also added transition animations and illustrated animations to make my video more engaging and to illustrate some of the inventions for visualization. My concept was to create my timeline in a notebook setting to create a more storytelling feel and make it more fun. My goal was to create an informative, engaging video about the origins of the printing press, and I feel that my final video fulfilled the goals of the assignment and my own goals.

Resources

Links to resources I used throughout the project:

https://www.videezy.com/random-objects/11431-wrinkled-paper-stop-motion
https://www.pexels.com/video/close-up-footage-of-a-paper-texture-and-surface-4822860/
https://vimeo.com/80110445
https://printinghistory.org/timeline/
https://www.history.com/topics/inventions/printing-press
https://www.history.com/news/printing-press-renaissance
https://www.britannica.com/technology/printing-press
https://atlas.lib.uiowa.edu/?utm_source=wordfly&utm_medium=email&utm_campaign=LibrarianAnnouncementDraft&utm_content=version_A&promo=
https://www.cartridgesave.co.uk/news/history-of-typesetting/
https://printinghistory.org/history-of-printing-resources/
https://eyeondesign.aiga.org/can-we-teach-graphic-design-history-without-chronology/

Question Response

“What are the differences between designing for motion rather than static? And how can motion be used effectively to drive home a message?”

I think that designing for motion offers the opportunity to better control how you present information. With static, text/images are on one page or multiple pages for a reader to peruse at their leisure, but with motion you control the pacing. With that ability, it can be easier to set a tone using the speed, and you can reveal information on a set storyline/timeline. Motion can also, obviously, have moving elements, which can help keep interest and guide the eye throughout the video. So if you have a message you are trying to drive home, pacing, storyline, and the ability to engage through animation are three things motion is useful for to communicate a message.