

Assignment 9 – (OPTIONAL) Bonus Assignment

Assigned: Mon Nov 25, 2019

Due: Thu Dec 12, 2019 11:59 pm

Project Overview

Below are two options for a bonus assignment to earn some extra credit points for your final grade. If you choose to do Assignment 8, you can only choose ONE of the options below. Note that these two options are worth the same amount of bonus (up to 1% of your course grade).

Option 1 - Kinetic Typography

Kinetic typography is essentially using motion on text to express ideas and to convey emotion, allowing for expressive text through animation. You can use kinetic typography to tell stories, and convey emotion and character. It's generally not as good for facts, and is not yet widely used or explored. Some examples of Kinetic Typography include:

- <https://youtu.be/J7E-aoXLZGY> This is a perfectly fine example of Kinetic Typography, though doesn't really make maximal use of the potential and the audio.
- <https://youtu.be/q9SYfHxIjE0> Another good example. Uses one color for one speaker and another color (white) for Walter White (from tv show Breaking Bad). More creative than previous example, though could probably be better in terms of showcasing the tension in this scene.
- <https://youtu.be/DJ2T4-rUUcs> A fun example, good use of visuals beyond just text.
- <https://vimeo.com/24715531> This is the Ira Glass Kinetic Typography example shown in class. The words really support the audio very well around 1:35 when he says that you have to "fight your way through that"
- <https://www.youtube.com/watch?v=umjFkY9uAdo> This is the other Kinetic Typography shown in class, it's the John Mulaney clip about not planning ahead when writing "Happy Birthday". Fantastic use of Kinetic Typography. Try watching John Mulaney's original sketch (it's ok funny) and this one (the text does a wonderful job of supporting John Mulaney's comedy, making it even funnier than in real life)

With kinetic typography, you can think about how text might relate to different features of the voice, including paralinguistic (vocal qualities) and linguistic (prosody/emphasis) features, such as pitch, loudness, and tempo.

Goals

- Have fun by exploring the potential affordances of kinetic typography
- A fun piece to show on your portfolio

Project Overview

- Choose a snippet of text and animate it using some animation software of your choice (see below).
- Produce a kinetic typography video that's at least 30 seconds long.
- Should demonstrate an understanding of kinetic typography
- Ideas for text
 - Movie quotes (can be dialogues or monologues)
 - Song lyrics
 - Funny text messages between you and your friends/family

Animation software options

- PowerPoint/Keynote
- iMovie
- Adobe After Effects
- HTML/CSS/JavaScript
- Other options also allowed

Deliverables for Assignment 8 Option 1 (up to 1% of your course grade)

- Video (4pts total)
 - Submit a link to a video (>30 sec) of your kinetic typography. You can upload this video to YouTube or an equivalent video site.
- Write Up (6pts total), 1-2 pages
 - (1pt) Be clear at the top of the write-up that you chose option 1 for kinetic typography
 - (2pt) Describe what animation tool you used
 - (3pts) Include 3 design rationales for your animation (e.g., why did you animate the text a certain way at time X)

Submission

- Submit your write-up as a pdf and a link to your video on Canvas.

Option 2 - How-to Demo/Presentation

Project Overview

For this bonus assignment, create a tutorial for a PUI concept that was not explicitly covered in the lab exercises. For example, this could be one of the requirements from the previous assignment (a new JavaScript library, animation, or web APIs), or how to use a specific prototyping tool. Students in PUI lab should aim for something appropriate for their lab, and students in SSUI lab should aim for something with more technical depth appropriate for their lab.

This tutorial should take one of the following formats:

- Slide deck (including script for each slide)
- Worksheet similar to lab worksheets
- Video lesson

Each of these formats should include at least 1 demo that clearly demonstrates your PUI concept. For programming concepts, you should provide a GitHub link to this demo.

Goals

- Showcase what you've learned in this class with your own demo/tutorial
- Help other people learn about cool PUI concepts!

Deliverables for Assignment 8 Option 2 (up to 1% of your course grade)

- Tutorial (6 pts total)
 - (3 pts) Submit a link to your tutorial, which should be either a slide deck, worksheet, or video.
 - (3 pts) Submit a link to at least 1 demo for your tutorial (GitHub for programming demos).
- Writeup (4 pts total)
 - (2pts) Briefly describe the PUI concept for your tutorial.
 - (2pts) Describe the demo(s) that you created for your tutorial.

Submission

- Submit your writeup and tutorial links as a pdf on Canvas.