DL836
Generative Design

Assignment 2 Typography Controllers

BSc
Creative Computing
Level 8
ECTS **10 CREDITS**

Project Start Date
March 22nd 2020

Submission Date
April 17th 2020

Brief Summary

i) Using typography as your base form develop visual experiments that highlight the flexibiilty of type through movement

ii) ii) Present your experimental outputs and your rationale (500 words) on **March 17th, 2020**.

Description

You have been asked to create an interactive generative kinetic type animation that explores shape, movement and color and allows users to interactively change options to suit ther visual requirements. At this stage in the module we have examined a number of interesting methods (listed below) when manipulating typography on screen. Whether using pixel based visuals combined with font path information or using a sampling method to identify shapes you can begin to imagine possibilites from visual experiements. Up to now these can controlled by parameters/variables set by the developer but in this exercise you need to bring those controls to the user through sliders, buttons or other event listeners.

- Understanding the composition of type
- Understanding Path data of fonts
- Using Lerp functions to calculate movement over time
- Using sampling methods from imagery to create new forms
- Allowing user based control of parameters
- Consider other forms of parameter control like sound, other physical inputs
- Consider the aesthetic value of your output and limit controls to acceptable levels

You need to be aware of all of these possibilities (theoretically at least) to formulate a response to this exercise. Your output will be generated through a number of experimental pieces of code and finally arriving at your desired outcome. To start this project you will need to develop a theoretical construct around which you will base your experiment on.

This assignment will go towards **50% of the overall Continous assessment** mark for the module.

Submission Details

You will need to submit evidence of your experimental process. Versions of your code will need to be saved regularly with dated outputs (jpg or png) moving towards your final piece of code and output. All files should be zipped together and submitted via blackboard on the 17th of April. You will also need to submit a written piece explaining basis of your idea (500 words) and the parameters you have allowed to be controlled by the user.

Detailed Marking Scheme

Category	Detailed requirements	Marks available	Mark
Evidence of Process	A good submission should include the following: • Incremental process evidence. This can be achieved through github making sure commits are clear and documented. Also image based evidence to be included at all stages. • A theoretical framework for what you are trying to achieve • The key here is an iterative process is evident	20	
Theoretical basis of the idea	• Your project should be based on an idea that you are attempting to recreate and that you are exploring through experimentation	20	
Experimental Outcomes	• Selection & editing • Impact • Contrast, balance and aesthetic	30	
Coding	• All code should be well documented and commented. • Version control should be evident • Good code structure should be implemented	30	
Total		**100**	