

VIO 202 Project 3

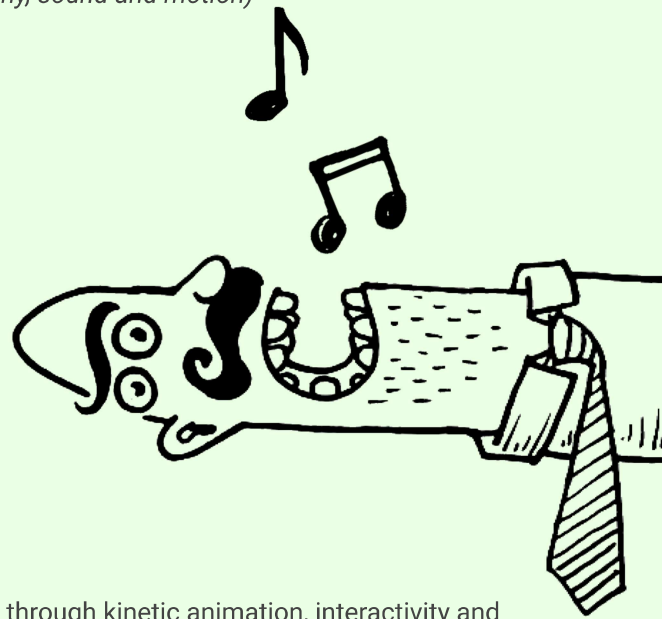
Semiotics, movement and the production of meaning (Typography, sound and motion)

Clients: Hope Leshaba (Group A)

Dana Espag (Group B)

Briefing date: Monday, 6 June 2022

Project deadline : 8 September 2022 midnight
(Submit via GoogleDrive)



01 / Problem Statement

You are tasked with breathing life into the pages of your comic through kinetic animation, interactivity and sound. This includes the content of the panel and the type (which has different meanings when in motion).

02 / Creative approach

Look at the sections of your comic with dialogue and sound effects and animate them together with foley, voice and music*. Observe the environment and what actions are happening within the panels to create appropriate, but interesting animation with Kinetic Typography and sound.

03 / Limitations

Your comic is the starting point for your ideas and is a guide for the visual style (style markers/ typography). You may use any software you wish to create the layout, animated aspects and add sound.

*You must record all the sounds yourself (music you may source and reference). *No pre-animated plugin presets allowed, you must animate the text yourself.* The final project must be viewable in a browser.

04 / Learning Outcomes

- **Apply knowledge** and understanding of Visual and Design Elements / Principles, etc. from your first year (VIO 102) to create a **functional, creative** and **appealing visual narrative**.
- Demonstrate an **explorative / experimental** approach to type, sound and layout.
- Use **Typography** to communicate the emotions, cadence, intonation and rhythm of sounds.
- Use "Signs of Life" to **help the user navigate** (draw user focus and guide their progress)
- Use **transitions** to create a smooth experience for the user.
- Develop verbal communication and **presentation** skills.
- Show a **professional** standard of conduct, project management and time management.

05 / Final Deliverable Checklist

The final deliverable folder, labeled with your Name, Surname and Student number, must be inside your VIO202 GoogleDrive folder by **Midnight September 12th**, and contain:

1. Working web-based **interactive project**, with animation and sound (viewable in a browser) with the following sections/components:
 - a. Minimum of ten animated panels (2 per page of your comic). Panels must include different types of typographic elements (dialogue/sound effects), animated in their respective panels.
 - b. Seamless and creative transitions/interactions
 - c. Signs of Life (should not be 'dead', it should react to the user)
2. A single PDF with (-2% for each missing item):
 - a. Project Summary
 - b. Signed plagiarism form.

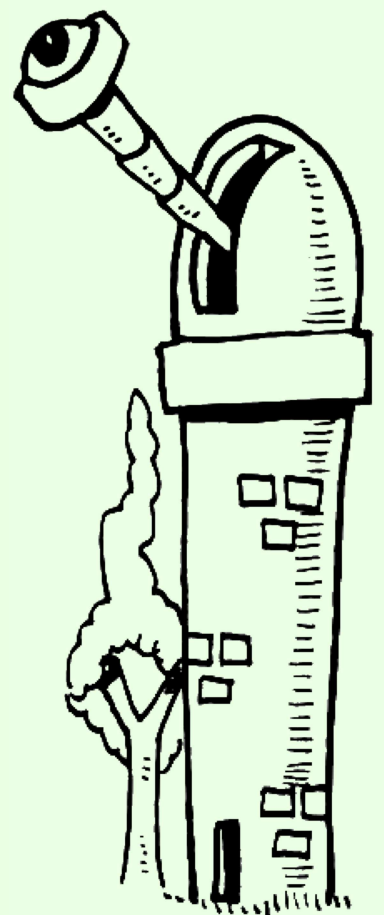
YOU WILL LOSE MARKS FOR ANY MISSING COMPONENTS AND INCORRECTLY LABELED FOLDERS

06 / Things to Consider

- How long it will take YOU to complete the task (Time Management).
- How you will keep your user's attention (Presentation of content).
- How the user will interact with your final product (Structure).
- How to address user frustration or inactivity (Plan for problems).

Useful Hints:

- Typography is vital so make sure all text is *MORE THAN JUST WORDS*. Type should be like a *CHARACTER with emotion and intention!*
- Consider what the added benefits that the digital environment offers, in terms of focus and creating interest.
- Never forget that the digital environment does not have to remain static or silent.
- Check your Typographic theory from VIO 102 (kerning etc).



07 / Weekly Deliverables

Weekly progress (10% is allocated each week) 50% + Final Deliverable (see “Deliverable Checklist” on page 2) 50% = Total Theme 3 project 100%

Students are expected to plan & prepare for meetings, as you are meeting a Client. Be well-organized & have the required deliverable ready & complete.

Weekly Deliverables need to be labeled (e.g Deliverable 1 etc.) and uploaded to your GoogleDrive folders by Midnight the day before your client session.

Day of Project	Mini deliverable schedule (<i>what to have done by when</i>)
6 June	Briefing, Client slot assignment, prepare for the first client session Thursday 28 July
Week 1 (25 – 29 July)	Present rough storyboard ideas for each panel you will be animating (minimum of 2 panels per page) alongside the PDF of your comic.
Week 2 (1 – 5 August)	Present Part 1 of the comic with its animated panels (includes <u>full use</u> of style from the comic- fonts, colours, style markers) as well as any refined ideas.
Week 3 (8 – 12 Aug) No Class - use this week to create your sound	
Week 4 (15 – 19 Aug):	Present Part 1 of the comic with sound and animated panels. Preview <u>all</u> sound for the remaining chapters.
Week 5 (22 – 26 Aug):	Present Part 2 of the comic with its animated panels and sound (includes full use of style from the comic- fonts, colours, style markers) as well as any refined work.
Week 6 (29 Aug – 2 Sept)	Present Part 3 of the comic with its animated panels and sound (includes <u>full use</u> of style from the comic- fonts, colours, style markers) as well as any refined work.
Deadline 8 September:	Final project due Midnight via GoogleDrive (see checklist under section 05 above)

The compulsory briefing for Project 4 will be on 12 September at 11:30

