

FINAL PROJECT: ALPHABET – ART 455 – Colorado State University – Professor Tornatzky

The final assignment will be something of a music video – with the visual content representing the alphabet. Using what you have learned: the ability to communicate through kinetic graphic design, you will use the latter section of class to hone your After Effects skills and incorporate files from other programs such as Photoshop, Illustrator and Flash.

FINAL OUTPUT DETAILS

Sound: Use copyright and royalty free music – select a 1 or 2 minute snippet that matches the length of your final project.

Color: You must use analogous colors and decide in advance whether the colors you choose for your final project will be warm or cool colors.

Example:

Warm hues: Magenta – Red – orange – yellow

Cold hues: Aqua– Cyan – Blue – Purple

The project is divided into three parts, each evaluated separately:

Part 1: Idea / Storyboard - Find a word for each letter. Develop your chosen words in the form of sketches and storyboards to be reviewed on Nov 17. The quality of the sketches, storyboards and illustrations must be appropriate to communicate your idea and sufficient for a class discussion

Delivery: On paper, done by hand or digitally

Part 2: First Pass – Implementation of your ideas, produce a rough edit of the entire sequence for December 3, with as much elements as you can. The best way to do this is to get all the elements in place, do the “easy stuff” and save the more complicated animation and rendering for later.

Delivery: In After Effects. You will meet in small groups to review your progress in animating your storyboard/concept.

Part 3: Final Product - Complete your animation for the final screening.

Delivery: Burn your final movie to DVD and turn in the DVD

You will create a film showcasing the 26 letters of the alphabet. For each letter you will create a clip between 1-4 seconds. The total sequence will be between 39-104 seconds (26 x 1-4 seconds). The form of the letter can be a hand drawing of the letter; it can be a letterform from Illustrator; a video of a letterform you find on the street (such as one you might find in an urban environment such as street posters, billboards, grocery, etc.); the letter you choose can also be a pictorial image of the letter you choose – such as a picture of an apple for an A. (Use the pictorial images sparingly!)

Be direct, bold, and efficient. If you choose a complex visual you may not be able to fit within the allocated timing. The juxtaposition of quick and spontaneous visuals will create a masterpiece where sound and visuals collide, juxtapose, and intersect, creating an exciting and surprising final.