

TYPOGRAPHIC ANIMATION ART 455 – Colorado State University – Professor Tornatzky

You will create a 15-20 second typographic exploration that investigates an emotionally charged line. This can be a quote from a movie, a political candidate's speech, or a reading from a historical figure. You will need the audio from the original quote. This exploration will have NO GRAPHICS other than the typographic faces that you choose. You can use any two colors, such as black and white, one color and its complement, or one color and an adjacent color.

FINAL OUTPUT DETAILS

Sound: Download original quote or recreate it in Audacity

Color: Two Colors max

Timing: 15 to 20 seconds long

AE Composition Settings: 960x540 Square pixel , 24fps, 15 to 20 seconds long

Delivery for Grading/Display: Half-resolution 480x270, 24fps, H264 compression **Quicktime .mov file**

For Print: You will print out your Moodboards and mount them on black presentation board to present to the class for an informal critique. The size you choose is up to you, but no boards smaller than 11" x 14".

You will have the resources of: the impact of the original quote; the typefaces that you choose (you can choose one sans serif and one serif or five typefaces from one typeface family such as bold, condensed, regular, bold condensed, italic, italic condensed); the colors that you use (or don't use); the composition of the typefaces on the screen to tell the story of the quote; and the addition of TIME – the timed animation of your letterforms.

TO START:

Pick a quote from a movie, a political candidate or historical figure. You will need this quote as an audio file. You can extract it from the movie, you can look online for websites with sound bytes, or you can record it yourself into Audacity. If you record it yourself, please make sure to do so with emotion.

BRAINSTORM

How does this quote make you feel? How do you think the person who said it was feeling at the time? What does the statement mean? Does it have social or historical implications?

MOODBOARDS

It may help to create a look and feel for two different design directions – different typefaces, colors and feels for your quote.