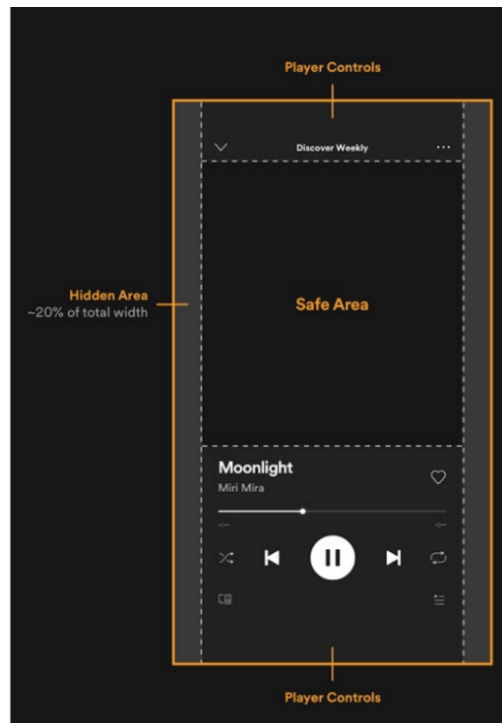


Assignment one | Spotify Canvas

Cyclical animation, Music Identity

- Static album cover
- Spotify canvas, in motion



Designing effective album artwork is crucial for the success of an album. Cover art is the visual gateway to the music, it's the image listeners will associate with the music. First impressions are key to music discovery. Your album art will grab someone's attention before they listen to the music. Potential fans are also more likely to listen to music when the album artwork stands out & communicates something about the album. Album cover art is an essential part of music promotion & distribution. Your design presents the music in a visual way and is a way for musicians to brand themselves and tell a visual story alongside their music. It's a reflection of style as much as the music is.

Through creative use of color, movement, gesture and quality of image and form, the artist will create two graphics that clearly communicate a message or an emotion to the viewer that is connected to the music.

Using the album cover that the band and your research on the band as your starting point,, create a motion graphic for the album:

1. an animated 3 - 8s second looping animation to be used as a [Spotify Canvas](#) in a 9:16 aspect ratio

Your animations should be connected conceptually to the album and will show comprehension of design principles as well as the 12 principles of animation. It will engage the viewer to watch multiple times and it will enhance the listening experience

Color, typography & motion design are at the core of this project. You are building a visual system, elements that need to pair well across multiple platforms and viewing environments.

Explore a variety of approaches and media. Be inventive and push your creativity. Explore and perform typographic experiments using a variety of 2D and 3D materials and processes. Look at ways of hybridization working back and forth between physical and digital making.

All imagery created must be your own. You may use any combination of processes and imagery. This may be accomplished by lettering, drawing, illustration, photography/video, stop motion, 3D built, collage, etc. Letters may be based on existing typefaces, however I highly encourage you to experiment with the form itself.

Consider implementing a different method for each animation and/or creating a visual system that connects them. Formal aspects such as: type style, image, composition, color, texture, shape, perspective, weight, scale, foreground/background – are all vital in how your pieces might relate.

Details:

- It is suggested that students work with type into their visuals to gain more practice, but it is not required. All students will work type into their user interface mock-ups.
- You will create the artwork yourself. It can be either photographic or illustrative. You can not use stock footage or imagery
- The motion must be cyclical and not fatigue the viewer (avoiding flashing text, harsh colors). It can include jump cuts, but it should be done in a way that doesn't create accessibility issues for the viewer.
- Students are welcome to work analog or digital, but it is suggested that students work in a hybrid manner, working back and forth from analog to digital.

Evaluation method | The piece will be reviewed based on craft, concept, innovative expression, ability to communicate weight and materiality through movement, and the empathic read of your audience.

Project Specifications:

- Avoid using art that doesn't match the release or the musician's brand. Use font, colors, and imagery that represents the music and brand identity established by the group
- RGB color mode
- Keep contrast in mind. Don't add text on top of a busy background. It makes it harder to see, especially on thumbnail images. Also, consider a font color that's easy to see against a background
- Use a font that is easy to read. Unique and artistic fonts are fun, but they will be difficult to read
- Images can not be blurry, pixelated, misaligned, or have other quality issues.
- A little can go a long way. Minimal looking cover art is a trend across many music scenes

Static album cover specifics

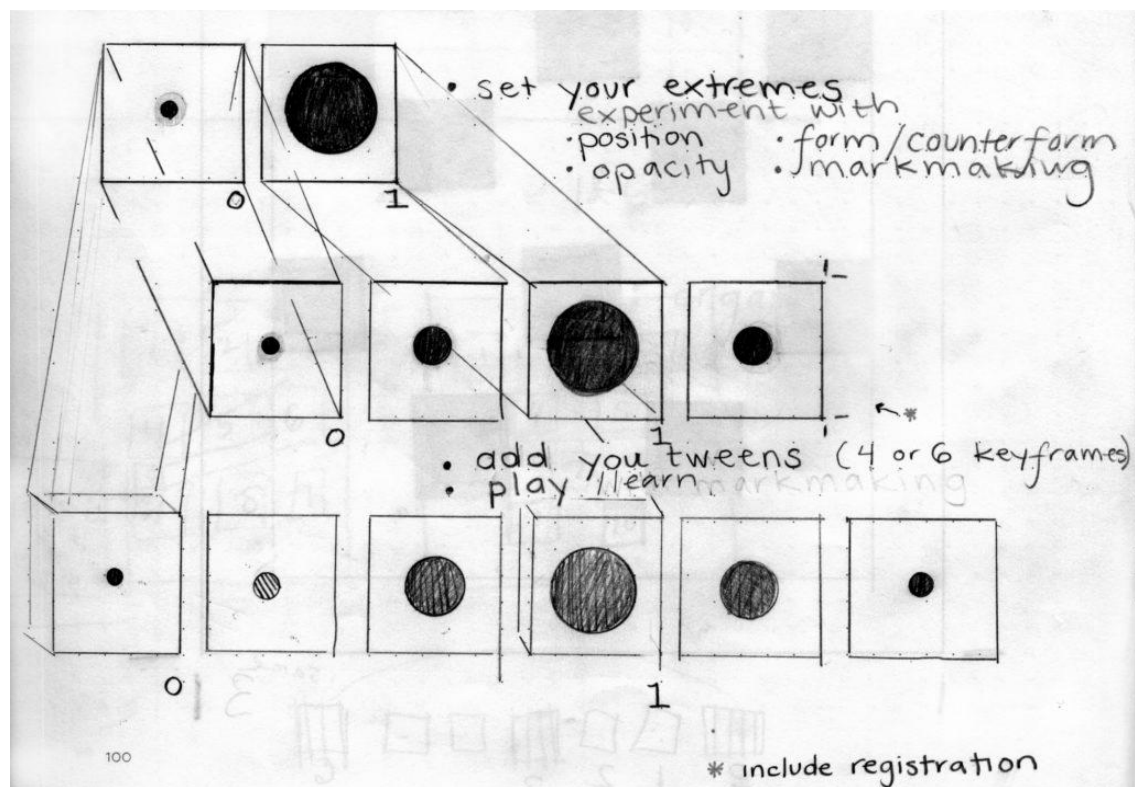
- 1000 x1000 pixels (a perfect square).
- A minimum resolution of 72dpi
- PNG file format
- Your design must work as a 1 inch square thumbnail. Your cover art still needs to remain recognizable and easy to see, even when it's size is reduced.

Looping animation specifics

- Ratio: 9:16
- Height: at least 720px
- if you want image bigger, 1440 x 2560
- Length: 3 - 8 seconds
- File format: MP4 or mov

Vocabulary: Extreme positions, storyboard, keyframes, tweening, changes to opacity & position, jump cut

Project due: Feb 10th



STEP ONE: RESEARCH

[Canvas guide](#) | [Canvas examples](#)

Research the music group's identity, create band style guide that includes major pieces of design. This could include album artwork, show posters, website, fashion, typographic choices, color and overall aesthetic

STEP TWO: THUMBNAILS & STORYBOARD | The first step in creating an animation is storyboarding your keyframes. For your album you will be creating small thumbnails and working through different potential layouts.

The storyboard is a sequence of drawn image panels that depict the main sections of your animation, also called keyframes. What you want to think about here is what is going to be on the screen when and how it is going to enter, move and/or exit your screen.

STEP THREE: PROTOTYPE

Use the stop motion application to bring your rough concepts to life, share works in process with class

STEP THREE: GET FEEDBACK

Gain insight by sharing your prototype or proof of concept with your classmates. Use this insight to inform a round of revisions

STEP FOUR: CREATE FIRST DRAFT

You can draw frame by frame or work with cut paper. You can also dive into one of the many ways to make an animation using the Adobe Suite:

- Photoshop
- Animate

- After Effects