

P5: Interpretation

Goal:

In this final project, you will have the creative freedom to delve into the realm of abstract concepts and express them through the lens of motion design. The goal of this project is to challenge your skills and understanding of motion design by interpreting intangible ideas, themes, or topics. These can range from pieces of art, poems, literary works, single words, philosophical concepts, emotions, everyday objects, or anything abstract that resonates with you.

Through your own personal interpretation of the broader abstract topic of **untranslatable language**, you select a topic, and design and editing choices you make, demonstrate your understanding of the principles and techniques of motion design that you have experienced throughout the semester.

Process:

1. **Concept Selection:** Choose an abstract concept, idea, or topic that you find intriguing and meaningful. It could be a word, a piece of art, a poem, a philosophical concept, or anything else that inspires you.
2. **Audio / Voiceover:** If your chosen concept does not involve language create a verbal description of your chosen concept, e.g. a literal description of a painting or work of art, a definition of a word or description of a philosophical concept or emotional state or physical object.
3. **Interpreting Rhythms and Emotions:** If your chosen concept involves language (e.g., a poem), you will explore the natural rhythms, inflections, and emotions within it. Understand the core message and emotions it conveys.
4. **Visual Storytelling:** Create a visual narrative that enriches the meaning and emotional tone of your chosen concept. Your goal is to make your audience feel and understand the abstract idea through motion and visuals.
5. **Design and Editing Choices:** Use the principles and techniques of motion design that you've learned throughout the semester to craft your interpretation. Experiment with timing, pacing, transitions, color, typography, and other design elements to enhance your message.
6. **Personal Expression:** Your interpretation is a reflection of your unique perspective. Use this project as an opportunity to express your personal understanding and connection to the chosen concept.
7. **Presentation:** Prepare a presentation where you'll discuss your concept choice, the thought process behind your design and editing choices, and the emotional impact you aim to create.

ALL VIDEOS MUST HAVE A VOICEOVER (challenge: don't use music!)

Method:

- Listen to your audio track / voiceover
- Use images and visible language, react to this audio description or reading, its rhythm, sound and meaning. (additional sound is also an option).
- Support, embellish or change the meaning or the feeling of your concept by your choices.
- What role will images play against the given audio recording?
- How will timing and transitions clarify your intent?
- What is the difference between illustrating and interpreting?
- Could *visual* language enhance the experience of the *audible* language?

- Include the name/author of the object, emotion, piece of art, poem, literary work, etc. somewhere in the video
- ****Begin and end in black.****

Due:

Mon, 04.15 Share your selection with me and a one paragraph verbal description of your topic and its proposed visual treatment posted to the Project 4~5 folder on Google Drive

Mon, 04.22 Written draft text/narration **and** storyboard **or** a 15 sec demonstration of your visual/verbal treatment

Wed, 04.29 Full first draft

FINAL VERSION of the first draft can be refined before grades are due.