Project Four

Goals

Create a 60-90 sec title sequence motiongraphic with audio, graphics and kinesthetic type.

Skills

• Ability to use After Effects. (null objects, animators, ease-in, motion blur)
• Demonstrate the ability to render after effects project and convert it to H.264 .mp4 file
• Demonstrate an understanding of typography and how the motion of type affects readability when creating kinetic type. *(understand the difference between legibility vs. readability)*
• Demonstrate the ability to blend graphics and kinesthetic text to tell a story that hooks an audience into a show.

Requirements

Pick a book, that is not already a movie or TV show. *(any book or magazine, Fiction, non-fiction, children's book, comic book, non-English book... any book)*

What to include:

[ ] **Visual research:** Find different title sequences that inspire you.
[ ] **Analyzing two title sequences** to include in your process PDF. (Overall Style, Music/sound effects, Emotions triggered, Animation Principles, Design principles, Typography)
[ ] **Narration/script:** write out the story your title sequence is trying to tell. Remember a title sequence often gives views teasers so that the sequence may become more evident as the viewer watches the movie or tv series. Also, include a short summary of your chosen book/series in your process PDF.
[ ] **Storyboards:** Flush out the transitions with your storyboards. When a title sequence is quickly showing a viewer different highlights, the transitions can make or break the title sequence. Pick your audio and think about its timing while sketching.
[ ] **After Effects:** Bring your ideas to life! You can use vector graphics you create, photos, video or a combination of them. Make sure to also think about how your type interacts with your graphics.

[ ] **Screenshots and Process Book:** showing your visual research, 2 analyzes, narrative, storyboards and screenshot stills of your final.

Deliverables

YouTube: Upload your mp4 file to youTube.
Canvas: Upload your mp4 file and link to youTube, upload your Process PDF showing your visual research, 2 analyzes, narrative, storyboards and screenshot stills of your final.

Collaboration Presentation: Insert your video and description on a side and a slide of 6-8 stills.

Final Critique: Wed. Nov 6th
Due: *Wed. Nov 6th* **extended to Wed 11/13**