

Graphic Design Principles II

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Motion Monday, April 5

Assignment motion: type animation

Goal Explore the motion in form

Objective Use kinetic typography to tell a story

Project

Give type the appearance of motion

Process

Use your designer's quote

Work within the given proportion (see the 2nd page)

If your quote is long, shorten it or choose another.

Use typography, no smiling faces, stars or seahorses.

- 1 decide what type of motion you will use
top to bottom, right to left, small to large, etc,
- 2 sketch your starting position in the first box
- 3 sketch your finishing position in the last box
- 4 complete the boxes in between, show a smooth transition
- 5 create a different animation in the second set of boxes
follow steps 1-4 from above

Next week we will animate in photoshop

Homework

1. Create 2 different versions of your poster
2. Create 2 different animation sequences for your quote
3. Upload both on Openlab before Monday morning

Example

Moving text around the screen is the most basic means of animating type. Usually, type enters from the right side of the screen and moves left to support the normal direction of reading. But there are endless ways to create the appearance of motion with changes in color, size, position, etc

For an example of simple type in motion, see the opening titles to the film "Pulp Fiction" <https://www.youtube.com/watch?v=CKGnUd6D6Pg>

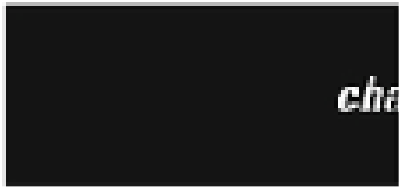
Animated GIF (Photoshop): 1240 x 200 pixels / RGB

Use your designer's quote.

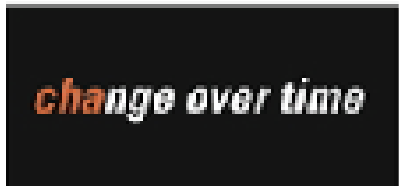
The main component must be typography.

We will create an animated GIF that can be viewed on a browser.

Begin with a storyboard. You will need at least 6 steps.



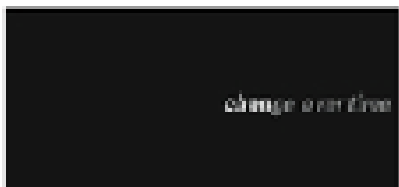
Change in Position Moving text around the screen is the most basic means of animating type. Commonly, type enters from the right side of the screen and moves left to support the normal direction of reading. Ticker or leader text also tends to move in this direction.



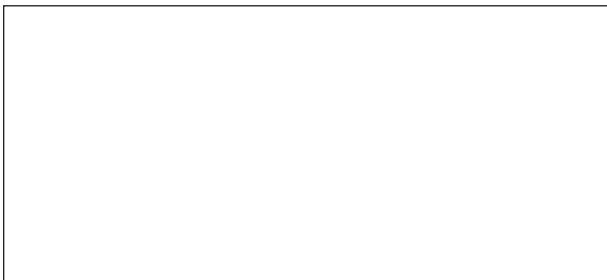
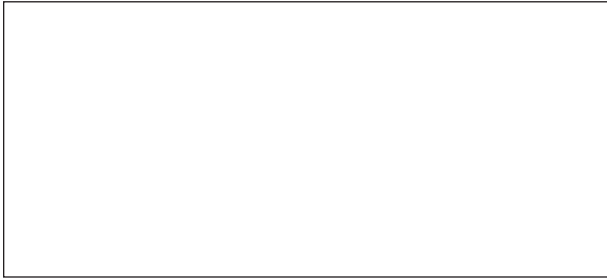
Change in Color In the sequence shown here, the type itself is static, but a color change reveals across the text letter by letter. Endless variations of this basic kind of change are possible.



Change in Transparency White type appears gradually on screen by gradually becoming opaque.



1



2

