

Brief

Meaning through motion

Duration: four week project

Deadline: March 15th 2002

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Date: February 11th 2002

Motion Graphics

The printed word on the page, static, but a powerful form of communication. A single word can inspire a myriad of meanings and experiences and spark the imagination in the minds eye. Designers have sought to capture these thoughts and portray them in print. New technologies have enabled the designer to go even further with movement and sound adding yet further dimensions to the visual interpretation.

By adding movement and sound designers can lead the viewer on a journey, where elements are animated to portray a thought, convey a message and evoke an emotion.

Project Aims

- To express personal ideas to an audience about the meaning of words, semiotic or otherwise.
- To understand the differences of designing for screen as apposed to designing for print
- To create a piece of thought provoking work to express an emotion or a mood
- To develop skills with motion graphic technologies

Design Brief

Express one of the following words in the form of an animated sequence. Use image, typography along with sound to convey to the viewer your definition of the word. While you may employ a personal/experimental approach, strive to convey your ideas in a way that in intended to provoke a particular response.

Urban
Pollution
Decay
Structures
Symmetry
Generation
Serendipity
Populace
Descent
Utopia
Hallucinate

The Quicktime clip produced must be 320pixels x 240pixels to run for a maximum duration time of 60 seconds. It can contain any elements you feel is necessary to convey the chosen word, but it must not contain actual video footage.

Learning Outcomes

- Demonstrate the advantages of using the medium compared to print
- Use image and/or sound to express a mood to create a reaction to the viewer
- Investigate motion graphics computer software technology
- Have an understanding of Quicktime Video clips to play back on computer screens

Submission Details

- A Quicktime clip 320pixels x 240pixels with a maximum running time of 60 seconds that can play back on a standard desktop computer.
- Two A2 Storyboards to support the concept.