

Kinetic Typography Project

Adobe Illustrator/Premiere

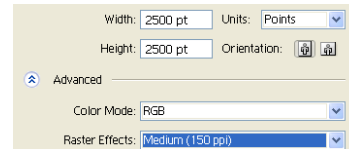
There are some truly awesome exhibits of kinetic type online. Just YouTube and you'll see! This project combines typography, color, motion and music/dialog and the visual should reinforce the mood of a piece of music or movie dialogue excerpt through the use of appropriate typography, motion and color.

Things to keep in mind:

- This doesn't have to be overly technical or fancy. Meet the requirements and try to have fun, experiment with effects/animation, but don't stress yourself out!
- Choose something that is easy to do... perhaps a scene from a movie...a poem that you can read...just something that includes text.

Criteria

- You will find and edit down a piece of music containing lyrics. Ideally, the music segment should be between 25 and 35 seconds long. You could alternatively use an audio excerpt from TV/movies or a poem and create type to go along with it. (maybe the chorus of a song)
- You will research what font(s) would be appropriate for the mood of the music. You may only use typography for this project. No photographs of any kind may be used. The only representational imagery can be shapes. No exceptions!
- Simple storyboards are to be produced to plan the key-frame compositions and motion of your type elements.
- Using Adobe Illustrator, you will compose your text as a big "poster" type thing; create it with a very large paper size (set to 2500x2500 points—not pixels). Background color will not show in the video. The AI file will import into Premiere without a problem.
- For the background, find an abstract soft background motionback that complements overall feel without being too busy or distracting. Drag in multiple copies and be sure it loops smoothly. Be sure your font colors work with the background!
- Use Premiere to set your keyframes/apply motion and sync with audio. If using a song excerpt, you do not need any additional audio. If using a poem or something you read, you need light background music. If using dialogue from a movie, put light background music as well unless the excerpt has music already. You may also add and animate some titles in Premiere, if you'd like.
- Lastly, you will have to create closing credits to credit the source of your audio/video (author, artist, or film) and your name.
- Finished films will be uploaded to SchoolTube. At the end of the semester, this should be put on the project DVD.



SCORING for _____ (name)

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| Print Illustrator file (set to Fit to Page so it will all fit!) and attach | _____ /10 |
| Use of selection of fonts and color to show emotion | _____ /10 |
| Quality selection of audio recordings and includes background music | _____ /10 |
| Use of keyframing (smooth, includes rotation and zoom, etc.) | _____ /20 |
| Choice of non-busy, non-distracting motion background | _____ /05 |
| Credits with sources | _____ /05 |
| TOTAL: | _____ /60 |