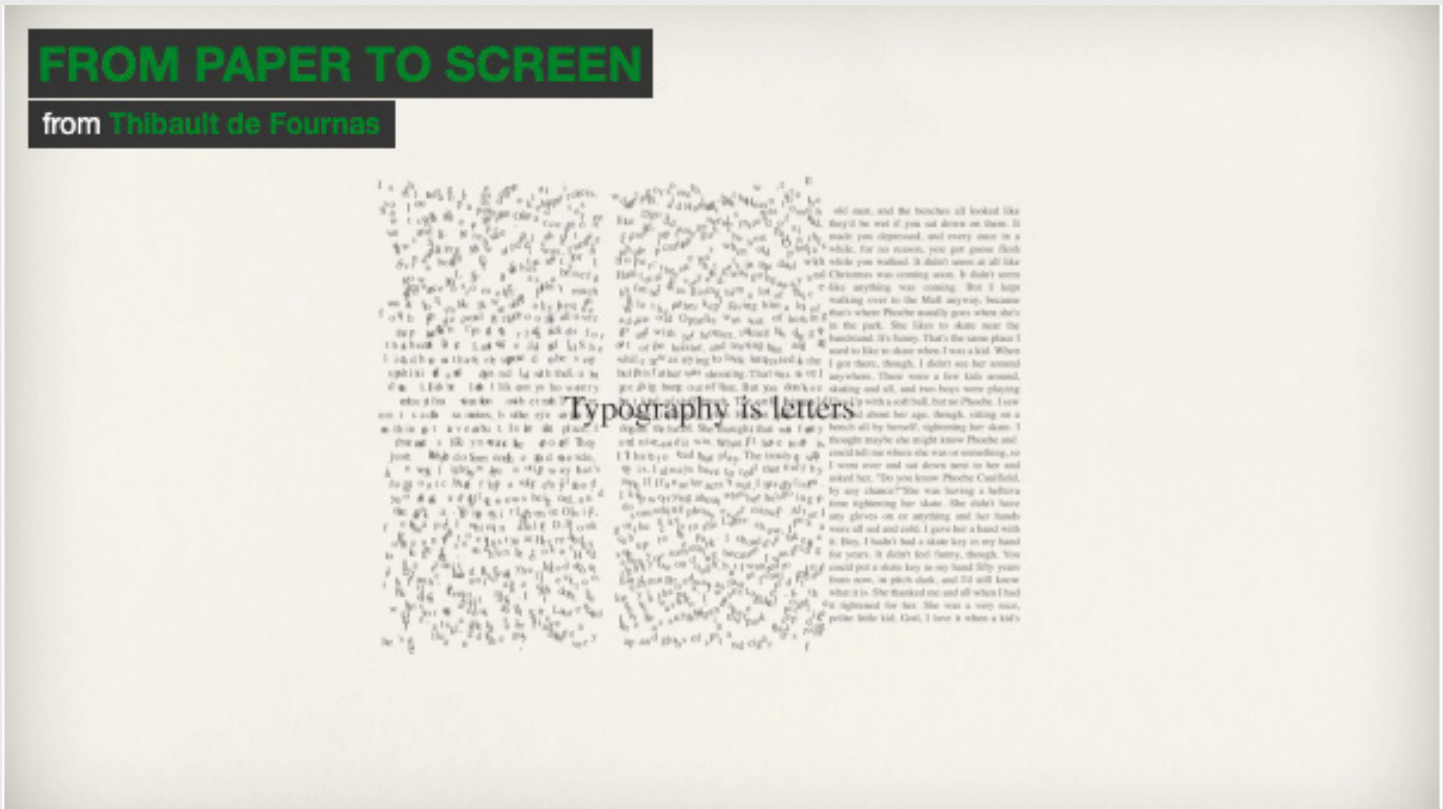# PROJECT 5: KINETIC TYPOGRAPHY

The objective of this project is to implement typography in an animated sequence.

Consider the entire picture plane and directing the eye-movement around the whole frame. Design and motion are the key conceptual fundamentals to this project. Transitions between words and how to bring text onto the screen are the key considerations.

Select a short (30- 1 minute) sound bite of a poet, scene from a film, comedian, etc and synchronize the typography to the dialogue. Consider transitions from word to word, letter to letter - how can things appear and disappear, come into and leave frame. Bring form to content - choose a typeface that works with the voice and timing of the piece.

This project will begin with storyboarding the dialogue/monologue and critiqued as a large group. Revised storyboards will be approved and animation will be done in Aftereffects. Tools such as lighting, camera, the wiggler, etc will be explored in this project.

As with every project in this course, timing and fundamentals of animation will be assessed along with principles of animation and critical thinking.