

Project 5

ART 2304

Kinetic Typography

New key tools and processes

Flash
Frame by Frame
Tween
Keyframe
Blank Keyframe
F5
F6
Shift+F5
Additive
Subtractive
Shape Tween
Alpha
Motion Tween
Motion along a Path
Shape Hints

Deliverables:

1. FLA file
1. SWF file

We will watch the animations on Due date in class!

Project Overview

Motion, one of the Elements of Design, is difficult to portray in static images. With some help from Flash, we will not only give our objects and images movement, but we will also add another tool in your arsenal for school and hopefully your future.

In this project, we will animate type and synch that motion with audio.

Guidelines

1. Using your knowledge of the Flash and basic knowledge of time line animation, animate a favorite quote from movie or television show.
2. Import audio.
3. Animation can be any size, I suggest the Default size as the minimum.
4. You can use any typeface that might compliment your piece.
5. Choose your type wisely. Good and proper use of type is a tough nut to crack.
6. Timing is everything. Synch your audio with animation or else the cohesion will be absent.
7. You will be required to demonstrate the following types of animation we have covered in our Class Exercises including, but not limited to: animation along a path, single frame animation, shape tweening, masks, scaling, rotation, transformation, color transformation, alpha transformation, importing graphic elements, etc.

Project Process

- For inspiration, search “kinetic type” in Google and see what you find. Look for videos on YouTube as well.
- Type can weaken your piece. Listen to what is being said. Link a correct type and animation with your audio.
- Script fonts are difficult to read. Now compound that with motion...even more difficult to read. Stay away from script type.
- Don't pick a quote that is spoken too fast. It is difficult, at this stage, to animate quick type with quick spoken word.

Due: Nov. 23/24