The Art of the Title

ART 324
MW 3 - 5:50 pm

Kofi Opoku, instructor
kofi.opoku@mail.wvu.edu

"Art direction brings clarity and definition to our work; it helps our work convey a specific message to a particular group of people. Art direction combines art and design to evoke a cultural and emotional reaction." — Dan Mall

The main objective of this project is to prepare you professionally as a motion designer ready to take on projects in the field. You will utilize techniques to improve your workflow, accent your design using principles in art direction, and learn to finesse your narrative and motion so it becomes more compelling.

Project goals:

- Improve workflow by learning how to speed up common animation tasks.
- Show mastery of the motion graphics process by engaging methods in a thoughtful and deliberate manner.
- Gain competency in the editing and use of sound to complement an idea.
- Increase proficiency in art direction by understanding how metaphor can be conveyed in a visual language to strengthen ideas.

Project description

Assuming the roles of art director and animator, you will produce a 40-50 second title sequence for an existing film or television show of your choice. **The sequence should integrate text (film title, name of director, and lead actor/actress), sound and images**. Through the use of these forms, you will create an animation that conveys the emotional tone and essence of the film. Use form to convey dynamic metaphors that provoke thought, engage the viewer and increase overall memorability.

Process

You will follow the development process employed in your PSA project — Script writing, storyboarding, animatics, look and feel, animation and rendering. You will spend the first week detailing your script, storyboard and animatics. **Each of these will be critiqued in class**. Your storyboard should be able to speak for itself. Imagine handing your storyboard over to a client. Will he/she be able to tell the concept and narrative intended for the final sequence?

You will research and choose an artistic style of any art movement that thrived in the 19th or 20th century as an influence for your own aesthetic. Your design can combine styles from 2 or more movements, but it should be quite obvious as to which art movement your sequence primarily emulates. Below are some examples.

Art Nouveau	Dada
Bahaus	De Stijl
Art Deco	Surrealism
Constructivism	Expressionism

Technical specifications

HD 720p 16:9 widescreen (1280 x 720px)

29.97 fps

40 - 50 seconds

Full color and sound

Final composition rendered in H.264 format

Other activities

We will view examples of title sequences from the websites below. We will specifically focus on the work of Saul Bass and discuss how he translated his knowledge of graphic design into motion graphics and film.

- Research assignment: Film title designers from artofthetitle.com
- Presentation: The Art of the Title
- Reading Assignment
- Visiting Artist presentation: The animation process and industry
- Presentation and class exercise: Expressions
- Presentation: Plugins and Effects

Useful resources

Inspiration	**Music and Sound**
www.artofthetitle.com	dig.ccmixter.org
www.watchthetitles.com	www.freesound.org
www.imaginaryforces.com	vimeo.com/musicstore
www.yuco.com	