title sequence project
DUE TUESDAY, APRIL 26

assignment

Your assignment is to produce a 25 – 30 second television title sequence. Use After Effects to create a title sequence for a series of your own design. Your visuals and sound will conceptually set the tone of your program.

A title sequence presents the title and key production and cast members. Your sequence will be a pared down version of this, as the duration of your piece is limited to half a minute or less. **The visuals and sound are, at the least, a backdrop to the opening credits; at the most, the visual elements and text are incorporated into a single, rich visual experience.**

USE:
repetition and
rhythmic pattern
masking
time remapping
rule of thirds
easing

Include the following:
producer (ie, Netflix, HBO, etc)
lead's actors's name
supporting cast

CONSIDER:
typography
color palette
speed
stillness
negative space
readability

Optional:
creator
production design
other credits

WATCH online EXAMPLES MULTIPLE TIMES in order to get a sense of how they were executed: the rhythms, the color, the movement within/in and out of the frames, the readability of the text, and even technical execution.

POSSIBLY
INCORPORATE:
video footage
photography
hand-drawn elements
visual patterns
effects
cameras
lighting
parallax

TITLE AND SYNOPSIS:
Present your program's title and a 100 – 150 word synopsis of your program (see Wikipedia for examples of this under your favorite series). **Due at start of class, Thursday, April 14.**

STORYBOARD:
Create a storyboard in Adobe Illustrator using **proportional frames** for your sequence. Try to be as detailed as possible here, including color palette information, notes on speed, timing and description of how your sequence will close. **Due at start of class, Thursday, April 14.**

ANIMATION:
Create a sequence of images/animated elements/video/textual elements. Add **sound** to your final comp.

Your FINAL COMP will:
- use HD720 setting (1280 x 720) - be a 20 – 30 second duration

You will be also graded upon the following criteria:
well thought-through synopses - clean and descriptive storyboards - keeping any text and relevant motion within "title safe" area - composition - use of color - timing, visual rhythm, speed - synthesis of image, animation and sound - **innovative and creative execution of assignment**