3040 Project #1: Kinetic Typography

Kinetic Typography – 15 points

Create a kinetic typography animation at least 3o secs in length for the Living Literature Project https://sandboxmtsu.wordpress.com/mt-living-literature-video-project/ using a text based audio clip. The animated text should be the primary visual element at all times and be presented for enough time and in a way that is readable. Attention should be paid to how the fonts, colors, animations, additional visuals elements, and overall design style contribute to and emphasize the information and story told by the text. All visual elements used must be your own original work and properly demonstrate the principles of graphic design and animation.

- o   Milestone 1:   Concept Due by Jan 19th
- o   Milestone 2:   Audio Clip Due by Jan 26th
- o   Milestone 3:   Storyboards Due by Jan 31st
- o   Milestone 4:   Rough Cut Due by Feb 7th
- o   Milestone 5:   Final Delivery Due by Feb 14th

Objectives for the project:

- Learn to solve the creative challenges in creating kinetic typography
- Learn to generate concept sketches and storyboards to present the project clearly
- Learn the basics of designing, animating, and rendering in After Effects
- Learn the basics of audio capture and editing
- Demonstrate knowledge of the principles of graphic design
- Demonstrate knowledge of the principles of animation

Milestone 1: Present text and concept boards
Milestone 2: Present the audio clip and
Milestone 2: Present storyboards in class
Milestone 3: Present a rough cut animation
Milestone 4: Present completed project in class
Submit self-reflection critique on D2L
Submit deliverables following the naming convention
ANIM3040_S18_P1_lastname_assetID_v###.extension

1.   Rendered 1920x1080 23.976 fps .mp4 video file using the H.264 codec assetid = 001
2.   Final After Effects .aep project folder with collected footage assetid = 002

Rubric for Kinetic Typography				
CATEGORY	**3** **(Above Average)**	**2 - 1** **(Average)**	**0** **(Below Average)**	**Points**
Productivity	Student has above average time management skills for this project. Class time was used wisely. Considerable progress was made week-to-week as seen during in-class critiques. It is clear the student worked at home and/or in school in the lab. All milestones were met.	Student has average time management skills for this project. Class time was used wisely some of the time. Only average progress was made week-to-week as seen during in-class critiques. Some milestones may have been missed.	Student has below average time management skills for this project. Not much progress was made week-to-week as seen during in-class critiques. Class time was not always used wisely, but student did do some additional work at home or the lab. Milestones were missed.	/ 3
Concept and Pre-Production	Concept is creative, well thought out, and ambitious. Drawing is expressive and detailed. Storyboard is very detailed and conveys a clear message.	Concept is creative and thought out, but some fixes are required. Drawing is expressive and somewhat detailed. Storyboard is average and conveys a message, but some errors are present.	Concept is not very creative or not well thought out. Drawing has few details and is not very creative. Storyboard is not very detailed and does not convey a clear message. Many errors are present.	/ 3
Animation	Motion is appropriate to the design of the piece and utilizes the principles of animation very well. Timing makes text easily readable	Motion is somewhat appropriate to the design of the piece and/or utilizes the principles of animation fairly well. Timing makes text somewhat readable	Motion is not appropriate to the design of the piece and/or does not utilize the principles of animation well. Timing makes text unreadable	/ 3
Design	Layout is clean. Text is readable. Much time and effort went into the planning and design. The principles of design and color theory were utilized very well. Created assets are high quality and achieve intended concept.	Layout is somewhat clean. Text is somewhat readable. Student could have put in more time and effort at home or the lab. The principles of design and color theory were utilized fairly well. Created assets are average quality and somewhat achieve intended concept.	Layout is not clean. Text is not readable. Student could have put in more time and effort at home or the lab. The principles of design and color theory were not utilized well. Created assets are low quality and do not achieve intended concept.	/ 3
Project Scope	Student ensures that final submission is of the outmost quality. Work was handed in on time and in the correct format(s) required. Followed naming convention. All project criteria were met.	Work may have been handed in late and in some of the correct formats required. Somewhat followed naming convention. Some of the project criteria were met.	Work was handed in late and many of the formats that were required were incorrect. Did not follow naming convention. The project criteria were not met.	/ 3
TOTAL POINTS				**/ 15**