# Project 4

Title Sequence

# The Art of the Title

*"Art is a human activity consisting in this, that one man consciously, by means of certain external signs, hands on to others feelings he has lived through, and that other people are infected by these feelings and also experience them."— Leo Tolstoy*

**In this project, you will learn techniques that will help to improve the animation workflow. We will also learn how to develop a unique visual signature to make your ideas feel more authentic, relevant, and interesting.**

**Project goals:**

- Improve workflow by learning how to speed up common animation tasks.
- Increase proficiency in the editing and use of sound to complement an idea.
- Understanding how metaphor can be conveyed in a visual language to strengthen ideas.

**Project description**

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, the name of the director, and lead actor/actress), sound and images.** Using these forms, you will create a sequence that conveys the emotional tone and essence of the film. Also, you should consider incorporating metaphors that can provoke thought, engage the viewer and increase overall memorability.

**Process**

Follow the development process employed in your PSA project — Scriptwriting, 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. Would they be able to understand the concept and narrative intended for the final sequence?

The process of developing a unique aesthetic involves researching and choosing an artistic style of any art movement that thrived in the 19th or 20th century. Your design can combine styles from two or more movements, but it should be obvious to us, 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

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## Other activities
We will view examples of title sequences from several websites (some 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 Presentations: The animation process and industry
- Presentation and Class Exercise: Expressions
- Presentation: Plugins and Effects

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### Grading

### Research/blog (10%)

Is your research work on the animation process compelling? Did you catalog several examples to serve as an inspiration for your piece? How has your research informed your own design?

### Methodology (20%)

Did the designer make good use of an animation script, storyboard, animatic and look and feel? How does it inform the final composition?

### Design and aesthetics (60%)

Is there consistency in the style? Is the piece supported by a metaphor that engages the viewer? Is the audio matching the theme of the animation? Is the timing realistic?

### Craftsmanship (10%)

How well did you execute the idea based on the technical standards?

### Useful resources

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| Inspiration | Music and Sound |
|---|---|
| www.artofthetitle.com | dig.ccmixter.org |
| www.watchthetitles.com | www.freesound.org |
| www.imaginaryforces.com | vimeo.com/musicstore |
| https://goo.gl/oYVWJT | |