PUCD2130 Section K
Narrativity
Project 3—A Video
    Brief

Use typography to visualize someone's casual re-telling of their favorite movie, novel, play, or personal anecdote, in a time-based medium[1].

Pick a friend, family member or fellow student and ask them to recite, in their own words, a personal story, OR, the plot of a movie or a book that they love and know well. Record their retelling with a voice-recording device. The voice recording will be the audio backbone of the visualization.

As much as you can, embrace the colloquial nature of the recording—it's meant to enhance the casual nature of the conversation. Feel free to leave in the 'um's and the 'like's that marks the person's unique way of speaking.

Due May 14 at the beginning of class.

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1   Can be physical stop motion, animated vectors in Aftereffects or frame-by-frame rotoscopes done in photoshop. Pick a medium that best suits the story.

These are just some common video formats to help you think through your final product.

Stop-motion

Move objects/printouts frame by frame and stitch it together using Photoshop or AE.

There's a table-top overhead camera rig in the 10th floor Graphics Lab; or you can use a scanner.

This is probably the easiest format to wrap your head around but also the most time consuming.

Vector animation

It's super easy to animate type in AE! We can revisit basic tricks in class.

Rotoscope

It's kind of like stop-motion but you basically export existing footage and re-interpret it (draw over it/redraw it) frame by frame. The effect is cool if you do it right!

Format
- A single .mov file
- Audio track and video track combined

Size
- 1920px wide by 1080px high

Length
- No shorter than 30 seconds and no longer than 1:30

Color
- RGB
- Images permitted, but should be a type-driven design

Typeface
- Up to you

Working Deliverables 4/9–5/7
- Sketches on paper for 4/9
- Raw audio file + initial AE file for 4/23
- Combined AE file for 4/30–5/7

Final Deliverables on 5/14
Digital presentation
- Export an h264 .mov and upload to Project Submissions
- Naming convention:
  Firstname_Lastname_PUCD2130-K_Project3.mov

Schedule

4/9   Project 3 Introduction

4/16   Bring to class raw and untrimmed audio recording. Have 3 storyboards of various styles (around 10 frames each) sketched out.

4/23   Bring revised storyboards of chosen typographic direction. Audio edited and trimmed to desired length.

4/30   Have around half of the sentences animated and exported to be screened in class. Remaining text sketched out on time-line.

5/7   Bring video 95% finished and ready for final tweaks. 1:1 review

5/14   Project 3 due! Presentations in class. Last day of class.