# Project 03
Typography in Motion
## Characters, Words, Phrases... Stories.

TYPE in MOTION
Create compositions using type as image, incorporating a duration of time and adding sound to enhance the meaning of your intended communications.
How can letterforms become characters, words, phrases, for you to animate?
Enjoy the exploration of the characters, words, phrases as the parts of typeface design. Investigate how characters can move around, form groups and communicate with sound to tell a typographic story.

**Deliverable**
Produce a 30 second arrangement that is 640 [w] x 480 [h] pixels in size, with typographic form. The arrangement or animation will reveal the meaning of an assigned word and will tell a short story about it's intended meaning. Push through multiple design iterations to develop your vocabulary, use of typography and ability to communicate about the meaning of a new word, phrase or ideology through time, motion and space.

**Step 01**
Using a single letter form from your word, create a 5 second animation of this letter. What possibilities are there for creating action for this form?
Why did you choose the typeface that you did? Is this the best possible choice to illustrate the meaning of your word with?
Iterate, explore type classificaiton system and what typeface communicates specifically about your word through its form.
Use black letters on white background only.
Animate the letter form by having it create an action.
Create this as one 5 second scene and export it as a GIF.
Begin this exercise with storyboard sketching! Complete typographic studies to determine which type-face is the most appropriate.

**Step 02**
Using multiple letter forms to create another short composition. Use variation in scale as well as principles of grouping to tell a story about the relationship between the forms. Create engaging compositions explore overlapping, scale, use of margins and frame. Animate the letter forms to tell the story of the meaning of a words through simple animations. Perhaps chose a more common word that describes the meaning of your assigned word?

School of Art, Art History & Design
University of Nebraska-Lincoln

Present Step 01 on Monday, April 08
Present Step 02 on Wednesday, April 10

**Final Composition**
Use your 2D skills and explore other modes of displaying "typography in space" for this typographic narrative. You began with exercises and studies that incorporated how to use storyboard sketching what did you learn from those studies. Start your final composition with 3 different ideas worked out in the storyboard templates.

Reveal the meaning of a word over a duration of a 30 second video that communicates the intended meaning of the assigned word taken from [Christian Leborg's Visual Grammar.](#)

Be prepared to present initial studies and design research on Monday, April 08. Let the assigne readings inform your process and be able to reference ideas from the book in class on Monday.

Including the following: drawn sketches, evidence of completion of Adobe After Effects Tutorials by applying effects to type forms in order to reveal investigation of type and movement. You will also display exploration of sound bytes for your compositions. Work these sound bytes into your ideation.

Present detailed storyboards, Adobe After Effects studies, sound bytes as researched sound elements.

Use black letters on white OR white letters on black background only. For now... we will address color later as our studies develop.

Select from the typefaces from our study topics.

Project 03 / Process Review 01
Storyboards, studies, and developments for final compostion.
**Wednesday, April 10**

Final Review / Critique / Deadline
**Wednesday, April 24**

# Visual Grammar

Abstract
Concrete
Activities
Relations

**ABSTRACT**
Abstract Objects
Point
Line
Surface
Volume
Format

**Abstract Structures**
Formal structures
Gradation
Radiation
Informal structures
Visual Distribution
Invisible / Inactive Structures

**CONCRETE**
Concrete Objects
Form
Size
Color

**Concrete Structures**
Visible Structures
Active Structures
Texture

**Activities**
Repetition
Frequency / Rhythm
Mirroring
Mirroring against
a Volume
Rotation
Upscaling / Downscaling
MovementPath
Direction
Superordinate / Subordinate Movement
Displacement
Direction of Displacement

**Relations**
Attraction
Static
Symmetry / Asymmetry
Balance
Groups
Fine / Coarse
Diffusion
Direction
Position
Space
Weight
Amount / Dominance
Neutral
Background / Foreground
Coordination
Distance
Parallel
Angle
Negative / Positive
Transparent / Opaque
Tangent
Overlapping
Compound
Subtraction
Coincidence
Extrusion
Influence
Modification
Variation