

Animated Type - *How can typography show sound, presence, and personality?*

Review the typography lecture...

Using Adobe After Effects, create a one-minute animation showing only typography that communicates the audio of a movie clip.

Select an exciting movie audio clip for your animation from an animated movie. The clip may be no less than a minute long and it should be a conversation between at least two characters.

As you are looking for a movie clip, I would recommend finding one with interesting voices of varying levels, speeds, and sounds. If the audio is interesting and fun, the video should be just as much fun to view and put together. Consider a piece of audio with voices of colorful characters.

Include at least one original graphic object [other than type] created by you in Illustrator.

How do you create an exciting design on every frame of your animation?

Use the typography to **show exciting positive and negative spaces** within your animation. Create a **variety** of arrangements of every phrase. Avoid repeating arrangements of type.

After selecting your audio clip... create brainstorming images on the paper provided by Mr. McCray and place in your sketchbook.

Download an audio file of the movie clip that you have selected and import it into an After Effects file. Use After Effects type options to create your animation. Import additional files created in Illustrator into After Effects that you wish to use in addition to your type animation.

Be sure to **visually communicate the style, volume, speed, and direction** of the sounds of the typography in your animation.

Why are we doing this?

Understanding how typography functions is an essential part of graphic design and graphic communication. This exercise will help students develop a better knowledge concerning the visual aspects of typography. Students who pursue graphic design or animation in college will be required to learn Adobe After Effects. Knowing this program in high school will give them a better idea of what they would be learning in college as well as a head start.