

PSA Collaborative Project

In After Effects, add kinetic typography and audio, based on a public service announcement topic, to a video created by a Hollman DMAD student. Place typography over the animation or insert typographic screens between segments of video. Your PSA topic must be authentic.

You may split video to insert screens of typography

You may slow down, speed up, and or duplicate video for emphasis. Do not speed up or slow down video that would modify the “message” of the content. Do not re-edit/re-order sections of video.

Use **at least one of the four text techniques** (falling, growing, swinging, or revolving) found from the YouTube tutorial videos on mccrayart.com.

Insert **at least 4 occurrences of kinetic type**.

Pay close attention to the typeface that you use for your project. Think about the color of the typeface. How does the action/animation of your typeface relate to the audio and video of the PSA? You are a designer.

Your interpretation of this project should be authentic. We want to treat the work of the middle school students with respect, and not as a joke.