RESEACH AND INSPIRATION
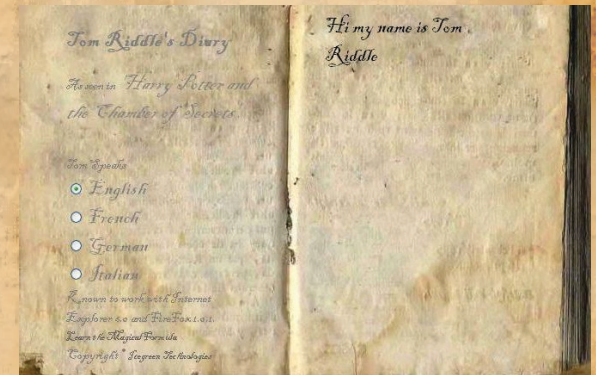
COLOUR CHOICE
-ANALOGOUS COLOUR
-COMPLIMENTARY COLOUR
-SPLIT COMPLIMENTARY COLOUR
-GREYSCALE WITH ONE CONTRASTING COLOUR (RED)
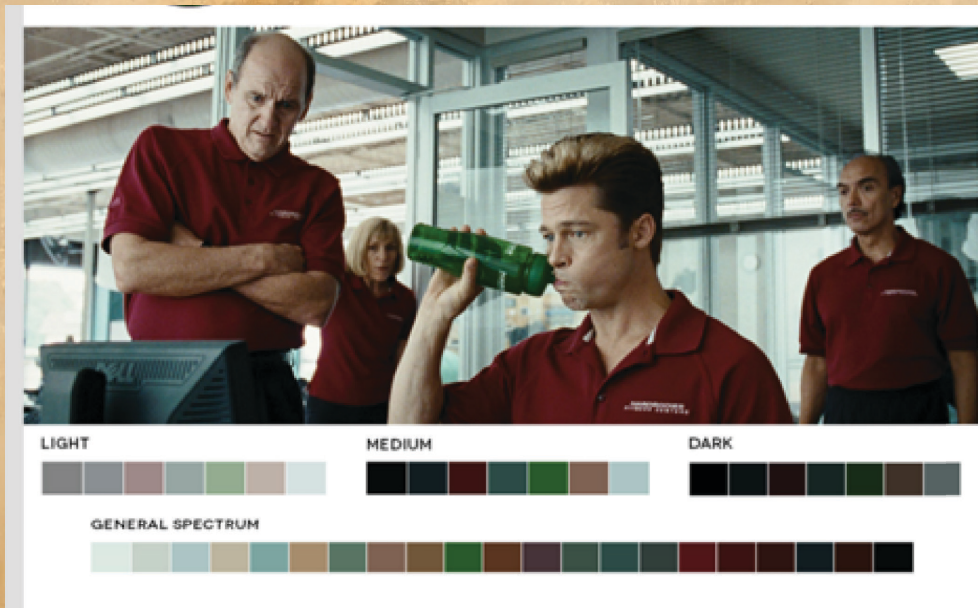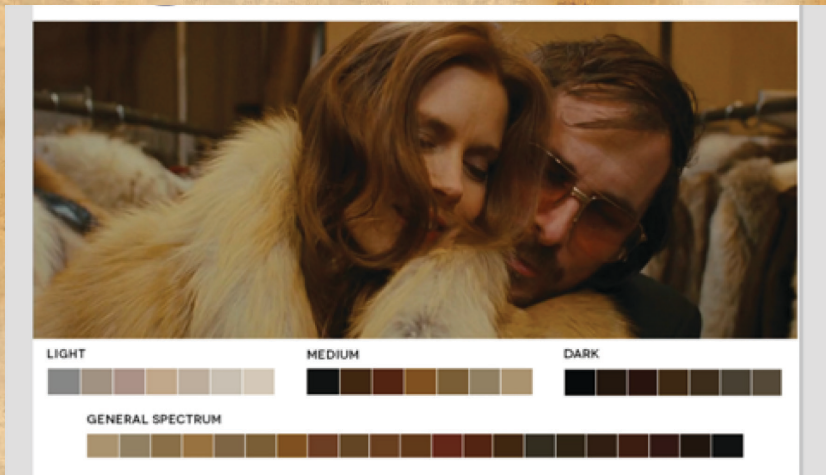
STORYBOARD
(NOTE: THERE ARE SOME MINIMAL CHANGES)

Sheet 1

Title: LEGO — Storyboard Sheet # 1

Shot # 1
Description/Dialogue: EACH LETTER TRANSITIONS FROM OFF THE SCREEN (Z AXIS)
> ONE DAY

Shot # 2
Description/Dialogue: 1ST ROW MOVES FROM LEFT, 2ND ROW APPEARS
> A TALENTED LASS OR FELLOW

Shot # 3
Description/Dialogue: THE WORD TALENTED FLIPS AND TRANSITIONS TO "SPECIAL" NEW TEXT MOVES FROM LEFT TO CENTRE.
> A SPECIAL ONE WITH FACE OF YELLOW

Shot # 4
Description/Dialogue: PREVIOUS TEXT BLURS BEHIND, FOLLOWING TEXT APPEARS FROM THE LEFT, FOCUSING THEN MOVES BEHIND WITH BLUR.
> A SPECIAL ONE WITH A FACE OF YELLOW WILL MAKE THE

Shot # 5
Description/Dialogue: EMPHASISING THE TEXT, FITS THE SCREEN TO SHOW IMPORTANCE. TEXT "SLAMS" ON
> THE PIECE OF RESISTANCE

Shot # 6
Description/Dialogue: FIRST LINE GOES UP, THE REST OF THE TEXT APPEARS SYNCING WITH THE AUDIO.
> FOUND FROM ITS HIDING REFUGE UNDER GROUND
> CAMERA PANS DOWN

Sheet 2

Title: LEGO — Storyboard Sheet # 2

Shot # 7
Description/Dialogue: EACH TEXT APPEARS IN SYNC WITH THE AUDIO VISUALS WILL BE ADDED LATER.
> AND WITH THE NOBLE ARMY AT THE HELM.

Shot # 8
Description/Dialogue: TEXT COMES FROM ALL DIRECTION "THIS" WILL BE A THIN TEXT, THE REST WILL BE BOLD.
> THIS MASTER BUILDER

Shot # 9
Description/Dialogue: EACH PHRASE FOCUSES ON A SPECIFIC PART SYNCING WITH THE AUDIO LEAVING THE REST AS A BLUR.
> WILL THWART THE KRAGLE AND SAVE THE REALM

Shot # 10
Description/Dialogue: BOTH TEXT MEETS AT THE CENTRE. GREATEST WILL BE LARGER TO EMPHASISE
> AND BE THE GREATEST

Shot #
Description/Dialogue: EACH TEXT APPEAR FROM THE LEFT, INTERESTING TRANSITIONS TO IMPORTANT.
> MOST IMPORTANT

Shot #
Description/Dialogue: EACH TEXT APPEARS OUTSIDE THE COMPOSITION (Z-AXIS)
> PERSON OF ALL TIMES

Sheet 3

Title: LEGO — Storyboard Sheet # 3

Shot # 13
Description/Dialogue: ALL TEXT APPEAR FROM RIGHT IN CHRONOLOGICAL ORDER
> ALL THIS IS TRUE BECAUSE IT RHYMES

Shot #
Description/Dialogue:

Shot #
Description/Dialogue:

Shot #
Description/Dialogue:

Shot #
Description/Dialogue:

Shot #
Description/Dialogue:

DIALOGUE:

One day, a talented lass or fellow, a special one with face of yellow, will make the Piece of Resistance found from it's hiding refuge underground, and with a noble army at the helm, this Master Builder will thwart the Kragle and save the realm, and be the greatest, most interesting, most important person of all times. All this is true because it rhymes.

Throughout this written reflection, I will identify and analysis the creative choices I have made in creating a Kinetic Typography animation. The aim of this assignment is to establish a strong visual composition in order convey the meaning being presented. Hence, the core is to produce a well synchronised kinetic typography animation that plays simultaneously with the audio file as well as the tone of the voice.

In regards to the sound, I have chosen an audio clip from the film Lego Movie. A clip from scene where Vitruvius mentions the prophecy about the "piece of resistance". A voice over by Morgan Freeman acknowledging about a person who can save their Lego world with a piece of resistance - refering to a superglue. Therefore, the audio portrays a serious tone yet the chosen words from the prophecy has a humorous approach. Since the audio clip is talking about a "prophecy", the overall pace of the animation would likely to be slow. The pace of the animation would compensate the legibility and readability of the text since the typeface would be in a calligraphy style. Within the process of this assigment, I had to engage in sketching some ideas by creating storyboards to visually show the basic overall composition of the animation. There would be minimal changes in terms of the animation and visual effects in comparison to the animation.

Focusing on the aesthetics of the typography, I chose a custom font from www.dafont.com called AquilineTwo as the main typeface for the overall composition. I chose this typeface specifically as it portrays a calligraphy, hand written style in a simplistic and legible typography approach. That being said, I have applied different sizes of AquilineTwo to emphasis the key words from the rest of the texts. Since the audio clip has a slow pace, the leading, tracking and kerning of each letter and words are displayed closer than the standard settings, as this makes the text more compact, legible and faster to read. However, not just the keywords that has been change in terms of the size, but as well as few other texts in terms of the tone of the voice.

Aquiline Two

As for the creative choices I have constructed for this assignment, I have incorporated almost all the Design Elements to create the overall composition. I have incorporated Colour as the main design element as this is highly essential in conveying the purpose and theme of the audio clip. I have chosen analogous colour scheme of different shades of brown for to create an old stained paper background. In contrast, I have picked black as a main colour for the typography as it is simple and legible for the viewers. Black as a colour also conveys an idea of handwritten ink calligraphy. I have incorporated white to the keywords along with the supporting light ray effect to emphasis more of the keywords. Texture is also evident in the overall composition. It is used to create a surface characteristic of an old stained paper. By experimenting with the layer effects and applying different overlays in Photoshop I was able to create an old stained paper without using any images.
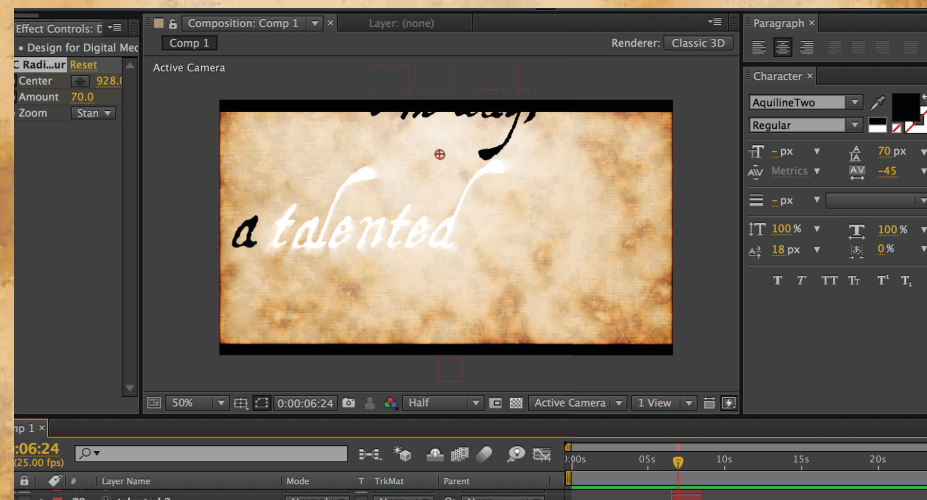
I have also applied Line as one of the main elements. Not literally a line but, line as directionality. Diagonal lines of all the texts are represented which can lead the viewer's perspective in terms creating a legible and readable typography motion design. Shape is also evident on the overall aesthetics of the composition. Shape is not obvious, but it is evident in recreating the shape of the ink splatter. Ink splatter effect has been applied in creating and conveying a hand written calligraphy look. Another design element would be space; space is existent throughout the whole animation. Depth of field effect has been applied in creating the space between each text (z-axis). By doing so, this creates a three dimensional space within the animation.

In respect to the subject matter of the the Principles of Design, I have included almost all of the design principles to assist the design elements. First of all, I have incorporated rhythm and movement as the key principle in terms of the motion design. Movement is clearly evident throughout the overall animation. Movement of the typography animation coexisting with the audio clip, leads the viewers' attention through reading them simultaneously. Movement is also used in creating the animated ink stained effect. This creates a sense of hand written calligraphy to the overall composition. Moreover, the movement of the camera tracks from one text to another suggesting a kinetic typography aspect to the animation. Another design principle would be Emphasis, Emphasis in regards of colour, size of the text and the supporting visual effects. This is evident through the use of white text and light ray effects as this emphasis the main key words throughout the animation. It is also visible through the size of some text in relation to the tone of the voice.

In respect to the subject matter of the the Principles of Design, I have included almost all of the design principles to assist the design elements. First of all, I have incorporated rhythm and movement as the key principle in terms of the motion design. Movement is clearly evident throughout the overall animation. Movement of the typography animation coexisting with the audio clip, leads the viewers' attention through reading them simultaneously. Movement is also used in creating the animated ink stained effect. This creates a sense of hand written calligraphy to the overall composition. Moreover, the movement of the camera tracks from one text to another suggesting a kinetic typography aspect to the animation. Another design principle would be Emphasis, Emphasis in regards of colour, size of the text and the supporting visual effects. This is evident through the use of white text and light ray effects as this emphasis the main key words throughout the animation. It is also visible through the size of some text in relation to the tone of the voice.

Proportion relates to the relative size of each typography. This principle is accompanied by emphasis as they both work perfect in this composition. Proportion of the emphasised text are larger in comparison to the rest of the text. By doing so, it enables to give more meaning and attention towards the viewers. Balance and Unity have also been used and work side by side in creating a simplistic composition. Simple unity exists through the similarity of the colour of both the typography and the ink stain. Symmetrical and Asymmetrical Balance and Unity between the overall layout of the typography, space and colour assist in successfully creating the overall aesthetic look of the composition.
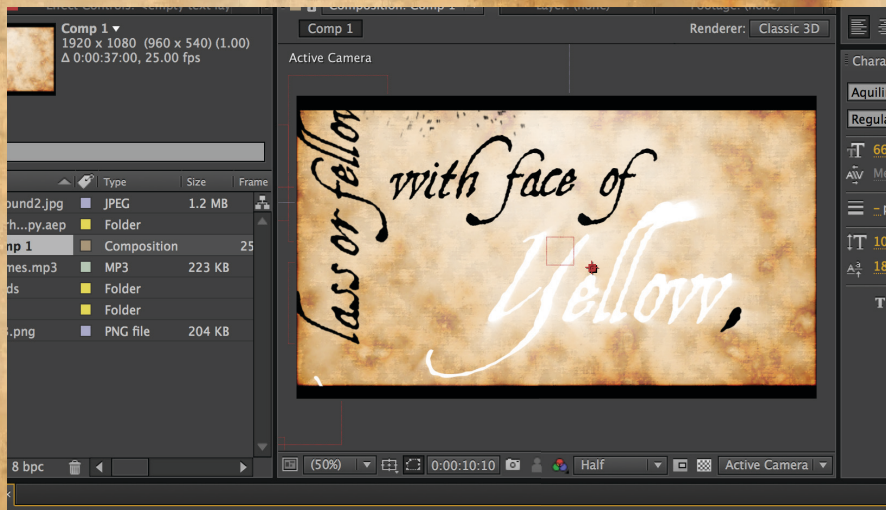
Throughout the process of this assignment, I have learnt a great deal of knowledge in Adobe After Effects from both DDM1 and 2D classes about the basics of animation. Specifically, the use of key framing and masking, as they are the most essential part of animation. I was able to animate each text and visual effects through the use of key framing. By masking, I was able to animate the ink splatter effect spreading throughout each part of the background. I have also further researched several After Effects tutorial on YouTube in regards to creating the visual effects to aid the meaning being expressed. I was satisfied particularly in creating the ink splatter effect and the light rays effect. However, due to the have limited time and experience in this field, I could not incorporate a reveal effect on the typography and the stained ink effect on my animation which was a letdown for me.

In regards to the iteration and experimentation, I had a hard time depicting which element and principle to apply throughout the whole process of this assignment. Not only that but it took me awhile to learn the supporting visual effects within After Effects. There was a lot of applying and deleting of elements and different visual effects. As some ideas did not meet my standards due to the limitation of skills and experience in After Effects. Within the process of this assignment, I had to experiment in regards with the background of the composition. Originally, the use of spherical gradient background would be added. However, as I have chosen AquilineTwo as the typeface, I decided to create an old stained paper as a background to convey more of a hand-written calligraphy aspect to the audience. Speaking of typefaces, I was struggling which typeface to use. My first attempt was using a modern san serif font called Basic Title Font but unfortunately it did not complement the tone of the voice. Within the second attempt, I have used a simple old English font called Enchanted Land but it still did not also meet my standards. As a result, I resulted with a written calligraphy font similar to Tom Ridley's diary from the film Harry Potter: Chamber of Secrets. As this would be good for this specific tone of voice since its speaking about a "prophecy".