

INSPIRATION AND RESEARCH

I'M AND WORRIED
PLEASE FIND HIM
TOMORROW

A SO
OUTRAGE!!!
WALL WHITE
YOU'LL

WHAT YOU DO
KNOW,
BUT
PEOPLE
LIVE

HIDING
SOMETHING
FROM
THE REST OF
US

TOTAL
GOD
DAMN
PRIVATE
GUMP
ARMY LIKE
REASON I FIT IN THE
NOW FOR SOME

THIRTY
KINETIC
PRESETS

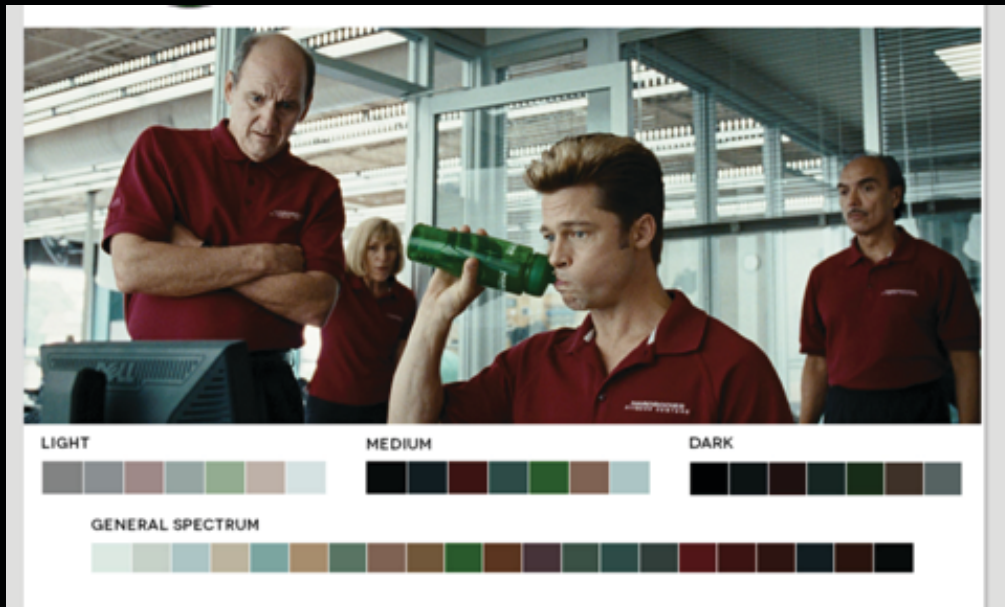
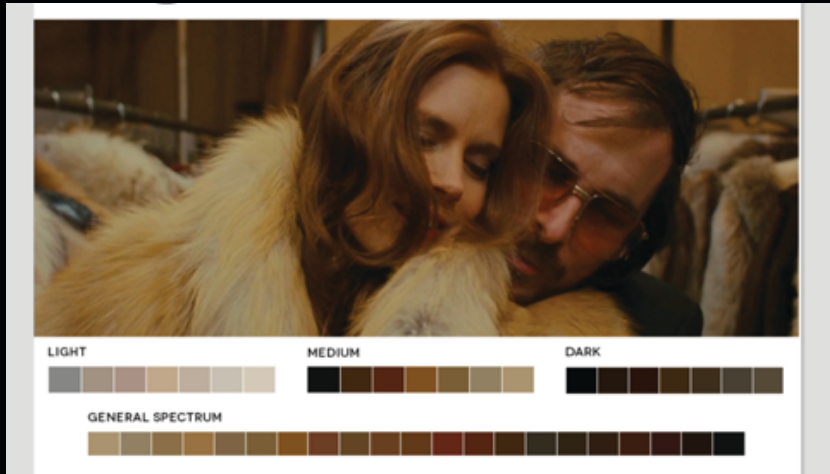
3D MODELING
ANIMATION
EFFECTS
PRESENTATIONS

TRUE
TEA
LOVERS
LIKE
THEIR
TEA
STRONG

UNIQUEFX
PRESENTS
KINETIC
REVEAL
PROJECT
FILE

COLOUR CHOICE

- ANALOGOUS COLOUR
- COMPLIMENTARY COLOUR
- SPLIT COMPLIMENTARY COLOUR
- GREYSSCALE WITH ONE CONTRASTING COLOUR (RED)



STORYBOARD

(NOTE: THERE ARE SOME MINIMAL CHANGES)

Title: GHB

Storyboard Sheet # 1

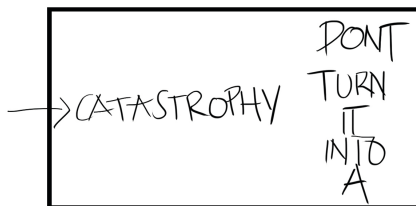
Shot # 1

Description/Dialogue: TEXT MOVES FROM LEFT TO RIGHT IN CHRONOLOGICAL ORDER



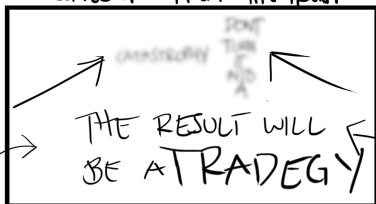
Shot # 2

Description/Dialogue: FOLLOWED BY THE TEXT, CENTERED, BIGGER THAN THE OTHERS



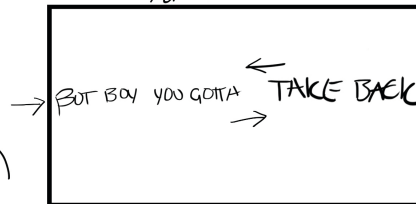
Shot # 3

Description/Dialogue: PREVIOUS TEXT GOES BEHIND, DEPTH OF FIELD EFFECT THE FOLLOWING TEXT COMES UP FROM THE FRONT.



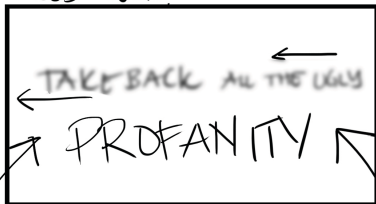
Shot # 4

Description/Dialogue: THE WHOLE TEXT MOVES FROM LEFT TO CENTER SEPARATING 'TAKE BACK' BUT GOES BACK AGAIN.



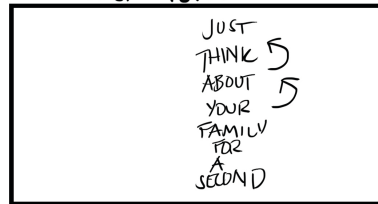
Shot # 5

Description/Dialogue: 'TAKE BACK' PUSHES THE WORDS, 'ALL THE UGLY' INSERTS FROM RIGHT SIDE, 'PROFANITY' TAKES OVER



Shot # 6

Description/Dialogue: CHRONOLOGICAL ORDER FROM TOP TO BOTTOM, THEN FLIPS SIDEWAYS, TRANSITION TO OTHER TEXT.

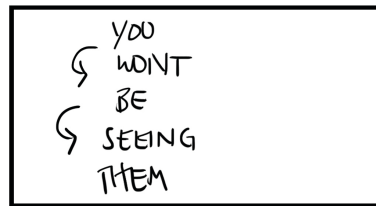


Title: GHB

Storyboard Sheet # 2

Shot # 6

Description/Dialogue: TEXT FLIPS LIKE A DOOR TRANSITIONING FROM THE PREVIOUS TEXT, ROTATE EFFECT



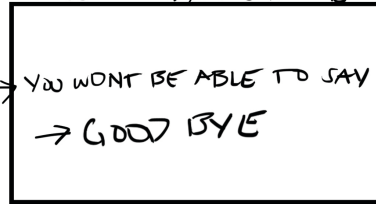
Shot # 7

Description/Dialogue: CHRONOLOGICAL ORDER FROM BOTTOM TO TOP, FORMING A STAIRWAY



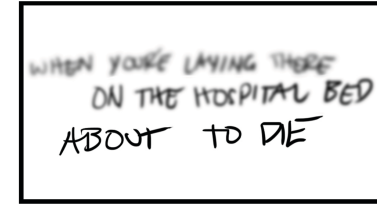
Shot # 8

Description/Dialogue: TEXT TRANSITIONS FROM LEFT TO CENTER BUT EACH TEXT DISAPPEARS 'BYE' CHANGES FROM BLACK TO RED, AUDIO REPEATS.



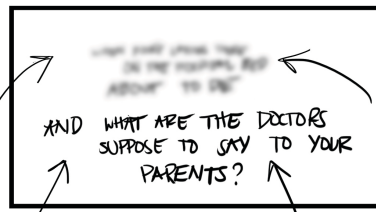
Shot # 9

Description/Dialogue: DEPTH OF FIELD EFFECT FROM TOP TEXT TO MIDDLE TO THE BOTTOM TEXT, 3D EFFECT



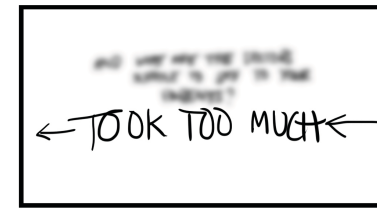
Shot # 10

Description/Dialogue: PREVIOUS TEXT GOES BEHIND, CHRONOLOGICAL ORDER OF EACH WORD APPEARING.



Shot # 11

Description/Dialogue: PREVIOUS TEXT GOES BEHIND, FOLLOWING TEXT INSERTS FROM LEFT TO CENTER.



STORYBOARD

(NOTE: THERE ARE SOME MINIMAL CHANGES)

Title: GHB

Storyboard Sheet # 3

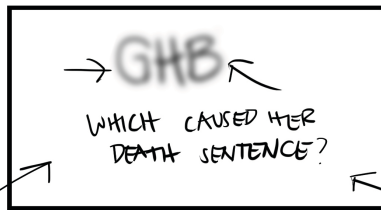
Shot # 12

Description/Dialogue: PREVIOUS TEXT GOES BEHIND, 'GHB' TRANSITIONS BY FLIPPING EACH TEXT FROM G TO B



Shot # 13

Description/Dialogue: GHB GOES BEHIND FOLLOWING TEXT APPEARS FROM OFF SCREEN, THEN FADES/BLURS OUT



Shot # 14

Description/Dialogue: SCALES UP AND HAS A 'BOUNCE' EFFECT,



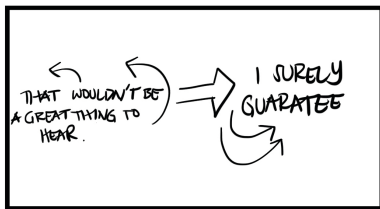
Shot # 15

Description/Dialogue: 'SHIT' GETS HIT BY THE NEXT TEXT THEN BOUNCES OUT,



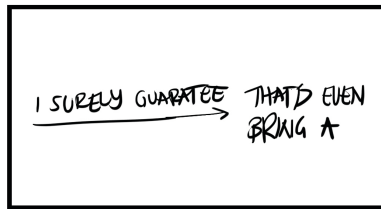
Shot # 16

Description/Dialogue: THE TEXT FLIPS AND TRANSFORMS TO THE NEXT TEXT



Shot # 17

Description/Dialogue: THE REST OF THE SENTENCE FOLLOWS UP FROM LEFT CONTINUING A

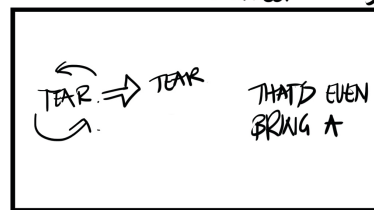


Title: GHB

Storyboard Sheet # 4

Shot # 18

Description/Dialogue: THE PREVIOUS TEXT TRANSITIONS TO 'TEAR' THEN CHANGES FROM WHITE TO RED (FLIP TRANSITION) EFFECT



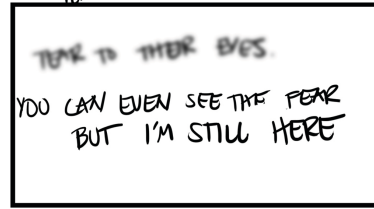
Shot # 19

Description/Dialogue: THE PREVIOUS TEXT THE RIGHT TRANSITIONS TO THE NEXT TEXT, COMPLETING THE PHRASE.



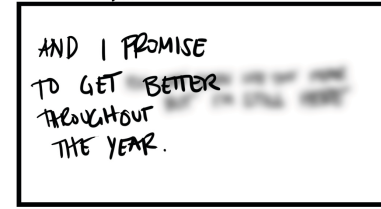
Shot # 20

Description/Dialogue: PREVIOUS TEXTS MOVES BEHIND, FOLLOWED BY THE NEXT TEXT, WITH CHRONOLOGICAL ORDER OF THE TEXT.



Shot # 21

Description/Dialogue: PREVIOUS TEXT MOVES BEHIND, STARTS TO BLUR FOLLOWED BY THE LAST PHRASE, ALSO IN CHRONOLOGICAL ORDER.



Shot #

Description/Dialogue:



Shot #

Description/Dialogue:



LYRICS

don't turn it into a catastrophe, the results will be a tragedy, but boy you gotta take back all the ugly profanity.

just think about your family for a second,

you won't be seeing them

when you're climbing up the stairway of heaven.

you won't be able to say goodbye,

when you're layin there on that hospital bead about to die,

and what are the doctors suppose to say to your parents?

took too much GHB which caused he's death sentence? SHIT

that wouldn't be a great thing to hear,

i surely guarantee that'd even bring a tear,

tear to their eyes.

you can even see the fear,

but I'm still here

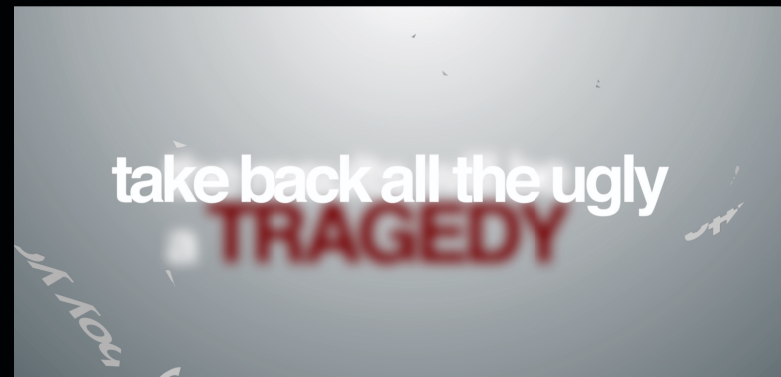
and i promise to get better throughout the year.

Within this written document, I will identify and analyse the creative choices I have made decided in creating an introspective animation. I have decided to focus more on kinetic typography animation. Generally speaking, the intention of this animation is to express my personal emotion towards an event that has changed me. The core of this assignment is to establish a strong visual composition using typography animation in order to convey how the use of drugs can either ruin your life, or someone else's life. This was one of my personal experience as one of my closes friends had encountered a life or death situation due to taking an excessive amount of drugs such as MDMA as well as GHB.

As for depicting a serious, life threatening experience, I have decided to present this assignment differently by choosing a kinetic typography animation style. Through this style, I could easily express my emotion through the use of a song rap that my friends and I created. The song rap would mainly focus on how we feel towards my friend which conveys anger but at the same time concern for the well-being. Since it is a rap song, the overall pace of the animation would be fast, However, my aim is to portray a legible typography composition. In doing so, I had to engage in sketching some ideas by creating story boards to visually show the basic overall composition of my animation. Certainly, there would be minimal changes in terms of the animation and effects in comparison to the overall animation piece.

Focusing on the aesthetics of the typography, I simply chose a standard font on After Effects called Helvetica as the main typeface. I chose this sans-serif typeface as it gives a simplistic and legible typography visual to the overall look of the animation. I have incorporated different types of Helvetica font to break out the key words from most of the text. That being said, I applied Helvetica (bold) typeface to the key words to support in emphasising the meaning. In comparison to the rest of the text - Helvetica (regular) has been incorporated. Since it is a fast pace composition, the leading, tracking and kerning of each letter and words are displayed to be closer than the usual font, as this makes the text more compact, legible and faster to read. I have created different font sizes in terms of the text depending on the tone of the audio file. Therefore, the keywords are larger in comparison to the rest of the text.

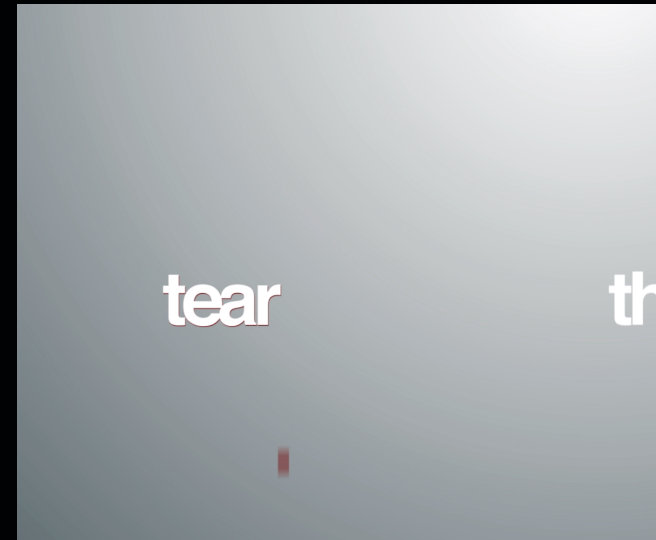
As for the creative choices i have constructed for this assignment, I have incorporated numerous Design Elements to create the overall composition. I have incorporated Colour as the main design element as this is highly essential in conveying the purpose and theme of the message. I have chosen a complimentary colour of dark “blue-ish” grey as for the background and dark red for the main words. However, I have picked white as the main colour for the text as it a creates a simple and legible typography for the viewers. By incorporating a complimentary colour of blue and red, this conveys a warm and cool tones of the overall composition. Dark red tone as a colour signifies blood which leads to death in terms of the meaning being presented. Separately, the blue-ish grey tone signifies coldness which also conveys near death experience. I have also applied Line as one of the main element. Not literally a line but, line as directionality. Diagonal lines of all the texts are represented which can lead the viewers perspective in terms of creating a legible and readable typography.



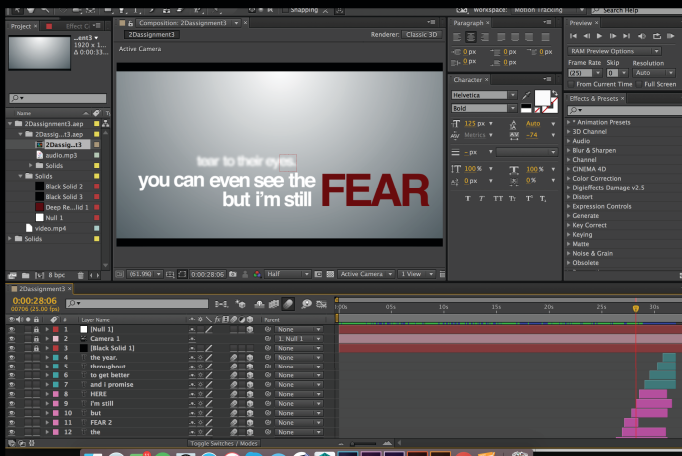
Shape is also evident on the overall aesthetics of the composition. Shape is not obvious, but it is evident in recreating a shape of a shattered glass effect on some of the text. Shatter effect has been used in creating physical contact of both text colliding. This also visually conveys that drugs could shatter everyone’s lives. In one of the scenes, a shape of the heartbeat line was incorporated to emphasis and support the word “DIE”. Another design element would be Space; space is evident throughout the whole animation. Depth of field effect has been applied in creating the space between each text. Specifically, in depth - it creates a blur. This blur signifies someone’s vision through the influence of drugs.



In respect to the subject matter of the principles of design, I have incorporated almost all of the elements of principles to assist in applying 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 text coexisting with the song, leads the viewers' attention through reading the lyrics simultaneously. Movement is also used in supporting the shape of the shattered text. This creates a sense of impact and gravity between texts. Movement of the heartbeat line going flat conveys and assist the meaning behind the coexisting lyrics which is "DIE". Movement is also evident on the full stop at the end of the word "tear." as this suggest a visual representation of a teardrop. Moreover, the movement of the camera tracks from one text to another suggest a kinetic typography aspect to the animation. Another design principle would be Emphasis, Emphasis in regards of colour, shape and size of the text and assisting visuals. This is visible through the use of dark red colour in emphasising the main key words throughout the lyrics. It is also visible through the size of some of the emphasised words. Furthermore, emphasis through the shape of the additional visual representation such as the shatter effect and as well as the heartbeat line.



Proportion relates to the relative size of the text. 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 other text. By doing so, it enables to give more meaning and attention towards the viewers. Balance and Unity have also work side by side in creating a simplistic composition. Simple unity exist through the similarity of the elements within the animation. Symmetrical Balance and Unity between the overall layout of the typography, space and colour assist in successfully creating the overall aesthetic look of the composition.



In regards to the iteration and experimentation, I had a hard time depicting which element and principles to incorporate throughout the whole process of this assignment. Not only that, but it took me awhile to learn the basics of key framing within After Effects. There were numerous times of applying and deleting of elements and different visual effects in assisting the composition. Some ideas did not meet my standards due to the limitation of skills and experience in After effects. During the process of this assignment, I had to experiment in regards with the background of the overall composition. Originally, I was going to implement an actual video footage as a background with a lens blur effect. However, I decided to disregard it as it could distract the viewers' attention in conveying the message. Therefore, as a result, I created a simplistic background which consist of a spherical gradient colour of dark blue-ish grey. As a result, I found out that it works well with the contrast of the white as well as the dark red typography. As a last minute decision, I have settled to the bold Helvetica typeface to all typography as the regular typeface is too thin and it does not compliment with the overall theme and message of the song.



Throughout the process of this assignment, I have learnt a great deal of knowledge in Adobe: After Effects from both 2D and DDM1 class about the basics of animation. Specifically, the use of key framing, as it is the most essential part of animation. I was able to successfully animate different motions of typography and visual effects through the use of key framing and motion blur. I have also further researched several After Effects tutorial on YouTube in regards to creating visual effects to aid the meaning being expressed. I was particularly satisfied in creating the shatter effect on the text and the heartbeat line effect, however due to have limited time and experience in this field, I could not incorporate motion blur to the shattered effect and shadow on my animation which was a letdown for me.

