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Art 302

Project 1: Imagery and Typography sequence

Select either a poem, lyrics from a song, or a short passage of prose.
Design and produce a typography and imagery sequence based on your chosen text.
Focus on communicating and evoking the tone, ambiance, and atmosphere of the text.
Create your own imagery (photograph, graphics, drawing, illustrations, etc.)
Working with sound is an option. In other words for this project you can skip the sound. If you do decide
to have one, select your sound early, as it will guide your transitions and editing.
The final project will be in Quicktime movie format.

Objectives:

• Develope planning and organizational skills through storyboarding.
• Develope and refine motion and sequencing skills.
• Effectively use panning and zooming techniques for motion sequences using still imagery.
• Effectively use timing, rhythm, and pace.
• Explore and develop image manipulation and compositing techniques.
• Effectively combine type with imagery
• Become familiar with using After Effects software while integrate other Adobe software.

Process:

Stage A:
Page 1- Choose your text. Include your source.
Page 2- Write a short paragraph describing the tone of the text and outline your design concept.
Page 3- Make a list of keywords that apply to your project.
Page 4- Design a story board outlining and describing the sequence.

Stage B:
Produce and refine your piece in photoshop/Illustrator and After Effects.
Final Projects will be presented in class.

project1