



KINETIC TYPE

Emily Vagim
GD 157 Motion Graphics



PROJECT SUMMARY



For this project we were challenged to create a kinetic type motion graphic with audio using poetry. I chose to feature a poem done by one of my favorite poets, Shel Silverstein. My goal is to create a motion graphic that is easy and fun to watch. I also would like it to be inspired by Shel Silverstein's childlike style through music and animation choice.

SMART

My dad gave me one dollar bill
 'Cause I'm his smartest son,
And I swapped it for tow shiny quarters
 'Cause two is more than one!
 And then I took the quarters
 And traded them to Lou
For three dimes-I guess he don't know
 That three is more than two!
 Just then, along came old blind Bates
 And just 'cause he can't see
He gave me four nickels for my three dimes,
 And four is more than three!
And I took the nickels to Hiram Coombs
 Down at the seed-feed store,
And the fool gave me five pennies for them,
 And five is more than four!
 And then I went and showed my dad,
 And he got red in the cheeks
And closed his eyes and shook his head-
 Too proud of me to speak!



<https://www.youtube.com/watch?v=vVmbi7rLzGY>

This is a kinetic type commercial done by Nike. I really like how simple the design is and I like how they only used one font. I also liked how they animated it so that the words would appear one at a time and build up throughout the whole scene revealing the final design.



<https://www.youtube.com/watch?v=8fsH8qxDDY4>

This was a kinetic typography award winning video done by a student about curiosity and creativity. I liked all over their animations they had alongside their type i thought they flowed well together. For my video I won't incorporate as many secondary visuals but the flow from this animation will be an inspiration for my own project.

VISUAL RESEARCH CONT.



<https://www.youtube.com/watch?v=2jTwX8jz-44>

This video was an advert someone made for themselves about what they can do in Adobe Aftereffects. What I liked about this video was how all the text and animations were kept in the center. I didn't like how it looked and felt like the video was ending but it still had another 20 seconds left.



<https://www.youtube.com/watch?v=trI3itMEqnk>

This was a piece based off of the movie room. I liked how when a word was used several times they would save the word and reuse it in a different sentence. However i felt that the voiceover was too much and they didn't need it because the type family they used was very expressive.

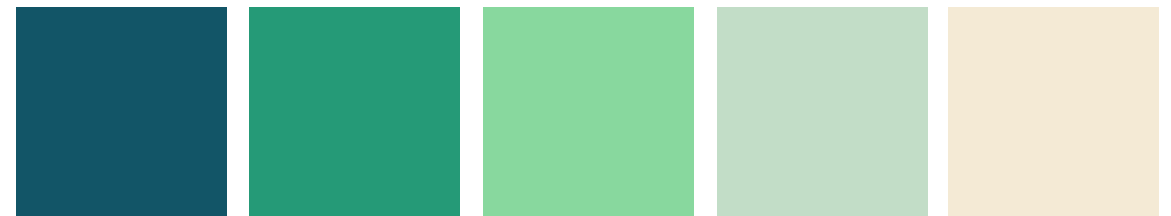


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NOPQRSTUVWXYZ
1234567890

Spinoza Pro

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STORYBOARDS



1

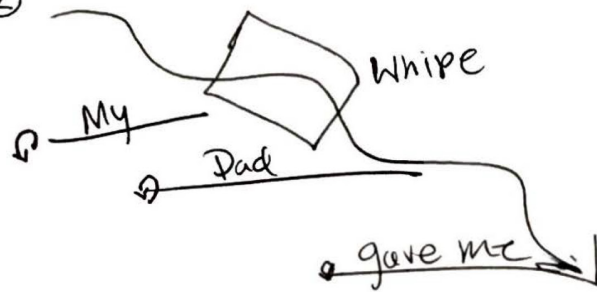
SMART

1

↓
Cause In His

↓ SMART test
sign ← ← And
son ←

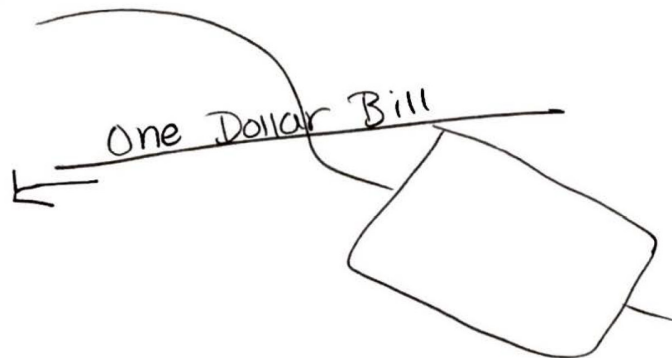
2



2



3



3

two shiny quarters (E)
AND I SWAPPED
IT FOR

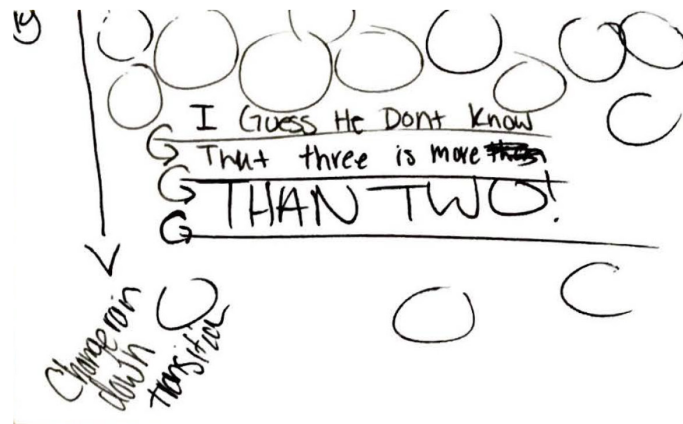
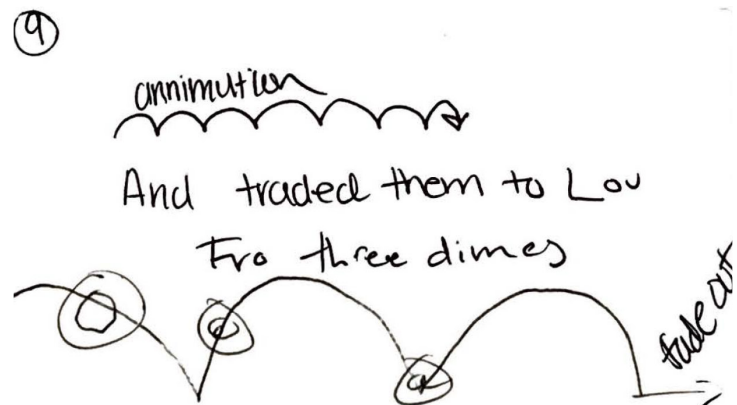
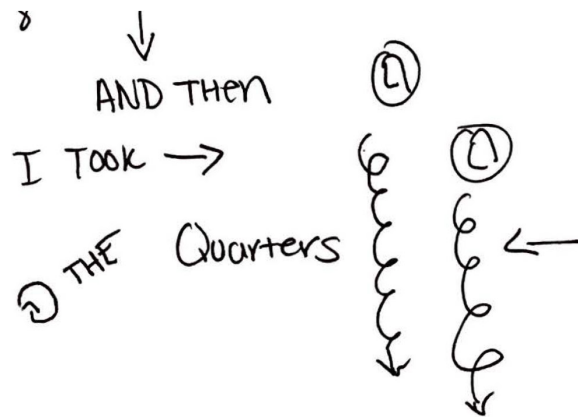
STORYBOARDS



2) * to beat of music



* definitive / this is my logic
i am right about this



And then I went,
And showed my dad

fade out



⑤

And He got red in the cheeks

And closed his eyes & shook that

- text gets smaller
- reflect intimidated by dad - sarcasm

fade out

STORYBOARDS

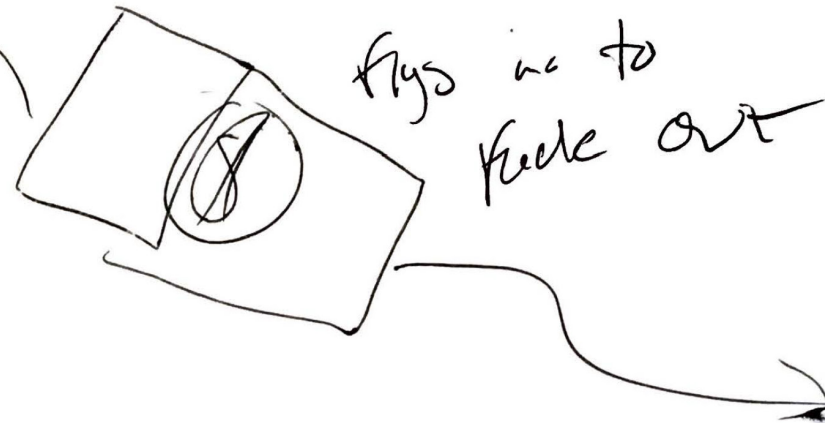


13

TOO PROUD
OF ME
TO SPEAK!

* Surprise he still thinks he's right

14





TWO S



**AND I SWAPPED
IT FOR**



AND THEN

TOOK

QUART

THE



FINAL STILLS



