

DESN 261 - EXERCISE 2 | CHOOSE YOUR OWN TYPE ADVENTURE

Briefs

Pick from either of these two experiment briefs to explore typographic motion graphics:

- Brief 1: Responding to the work of Pentagram's Marina Willer¹, create experimental typographic forms using filmed assets to create strong graphic forms that couldn't be achieved on a computer. Get a gulp of fresh air away from After Effects and try out animating in the real world.
- Brief 2: Responding to the work of Dumber Studio's Liza Enebeis², morph the forms of typographic forms in After Effects (or your software of choice) to create bold designs that are only possible in motion. Note the similarities of this technique to Variable Typography³

Either way...

Your final submission should be some kind of bold phrase, name, word, or whatever other kind of typographic construction.

You should assemble your experiments in After Effects, compiled into a composition and exported to a video. If you choose brief 1, you may need to use **effects**(levels, contrast, tint, etc.) and **blend modes**(Multiply, screen, overlay, etc) in After Effects to combine your filmed elements into a cohesive piece.

Deliverables

- Export as mp4 file in the H.264 Codec
- Any justifiable/reasonable resolution and framerate.
- Label files using MacEwan file naming convention

Schedule

Due next week

Links

¹ Pentagram: bit.ly/4jyymqJ

² Dumber: bit.ly/40AbK0i

³ Variable Typography examples: bit.ly/3EbD4uy