

DESN 261 - PROJECT 2

NARRATIVES OF INTERACTION & REACTION

Brief

Create a series of 3 short narratives (5-15 seconds each, approximately) based on your interpretation of any three of the following themes:

Harmony	Timid Hide/Seek	Balance/Out of Balance
Synchronization	Launched	Hubris
Combat	Racing	Satisfying Fit
Retaliation	Mechanism	David and Goliath
Anxious/Calm	Orbit	Serpentine
Togetherness	Bite	Airborne attack
Repulsion	Swing	Orchestrated

Complete your motion graphic piece with sound design, and assemble into a single edit. Focus on creating a sense of interaction between abstract, textural shapes.

Each animation should demonstrate several of **Jorge R. Carnedo's 10 Principles of Motion Design:**

- | | | |
|-----------------------------|------------------------------|------------------------|
| 1. Timing, spacing & rhythm | 4. Anticipation | 8. Exaggeration |
| 2. Eases | 5. Arcs | 9. Secondary Animation |
| 3. Mass & Weight | 6. Squash, Stretch, & Smears | 10. Appeal |
| | 7. Follow Through & overlap | |

Process

PRE-PRODUCTION:

- Decide on 4 or 5 of the themes(from list above) that speak to you.
- Sketch 2 or 3 motion ideas for each. Remember the Motion Design Principles at this stage.
- Create a **Moodboard** in Milanote* that expands on the ideas featured in the three included moodboard options. They should heavily feature graphic texture. The included moodboards are a jumping-off point.
- Create 3 **Styleframes**** (1 per animation). Styleframes look almost final. They look like they could be screenshots of your final piece, but they help you establish framing, story, mood before you put effort into animating.

PRODUCTION:

- Create your assets: in Photoshop, Illustrator, or by scanning/photographing them.
- Start animating! Make a rough animation: Begin with your most important elements, which you'll return to later with more detail to refine the animation.

POST-PRODUCTION:

- Add sound design. Doing it in After Effects is more convenient, but Premiere has better audio tools. If you decide Premiere, export from After Effects first and then import to Premiere.
- Export the three narratives assembled as one video with h.264 codec***
- Write and design rationale, including your milanote link and styleframes, and submit as pdf****

*You'll hand this in

**This too (What's a styleframe? schwittek.com/teaching/443-what-is-a-styleframe)

***This too

****This too

Deliverables

- Export as .mp4 file in the H.264 Codec
- 1080x1080 **or** 1920x1080 **or** 1080x1920 resolution
- 30 fps (frames per second)
- Rationale with Styleframes and link to milanote Moodboard
- Label files using MacEwan file naming convention

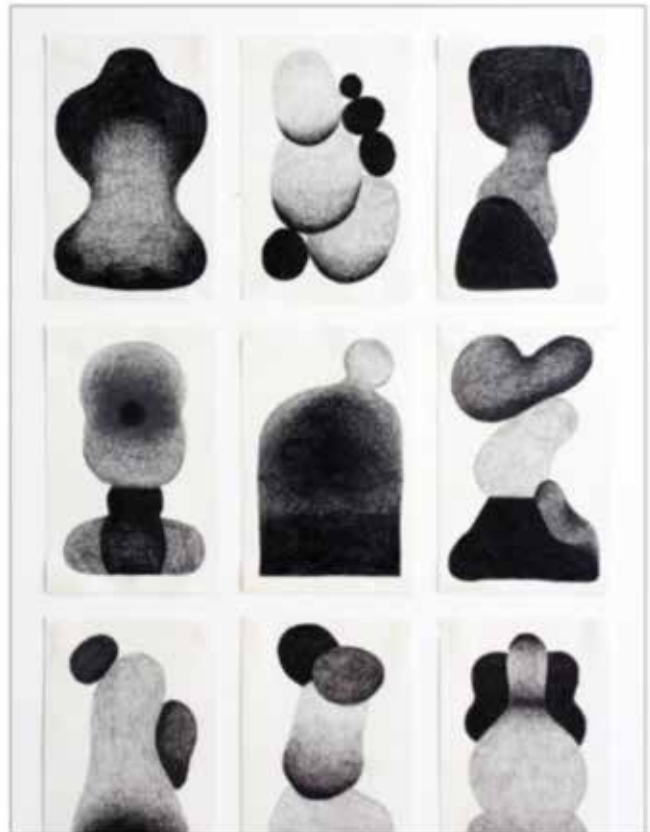
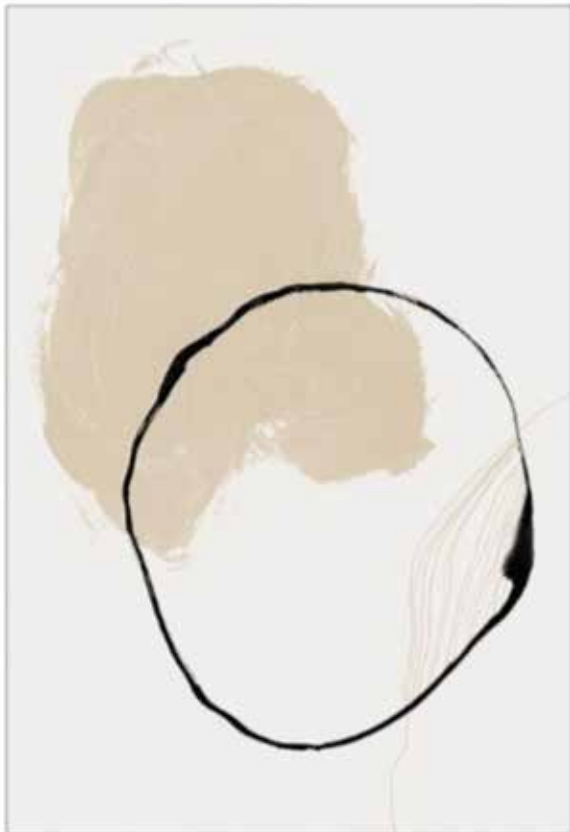
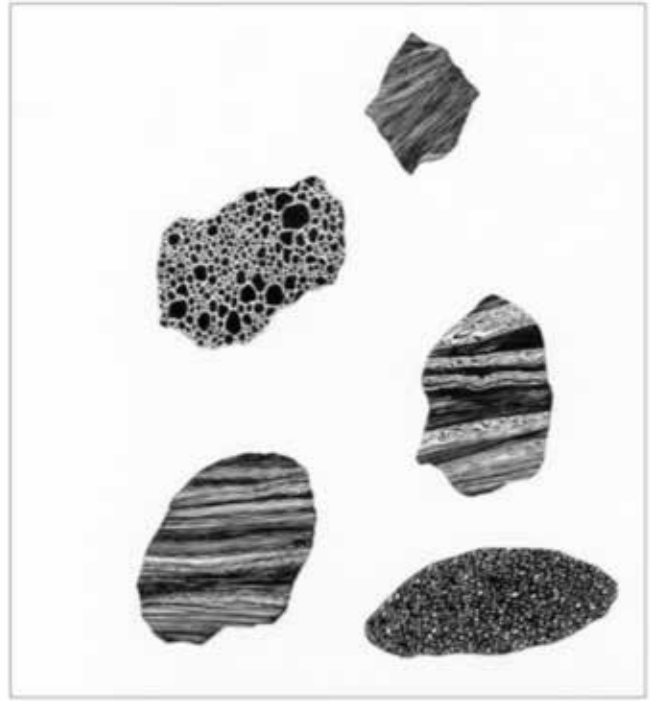
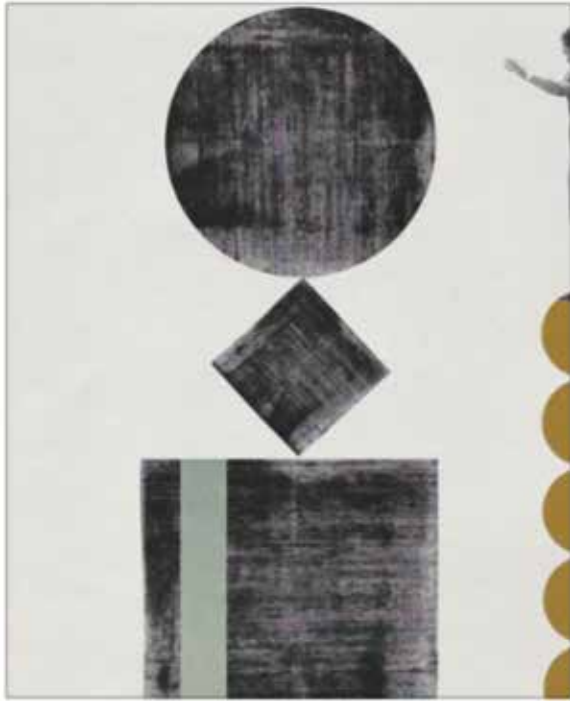
Schedule

- Feb 3: Project introduced
- Feb 10: Milanote moodboard and 3 styleframes due
- Feb 17: Term break!
- Feb 24: 1 final animation + 1 rough animation
- March 3: Project due



Moodboard A

Monochrome, crafty, textured, organic, grunge



Moodboard B

Relaxed, neutral tones, hand crafted, painterly, whimsical



Moodboard C

Photo collage, neutral tones, pop of colour, playful

