

DESN 261 - PROJECT 3

SHORT TITLE SEQUENCE

Brief

Create a short title sequence for an imagined series, production, or conference.

You won't be creating the content for an entire episode of this imagined (not based on existing property) work, but you will need a strong concept, because the job of the title sequence is to evoke the mood, themes, and style of the entire series.

The sequence is expected to be approximately 10-30 seconds of solid, thoughtful, purposeful animation that pushes your creative and technical skills. Explore a topic, style, and technical approach that appeals to you!

Your piece should have full audio design

Process + Schedule

PRE-PRODUCTION:

- Due March 10: **Moodboard in milanote (15 images minimum)**
- Due March 17: **Timing and style tests, 3 style frames**
- Due March 24: **Animatic**

PRODUCTION:

- Due March 31: **Draft 1**
- Due April 13: **Final piece**

POST-PRODUCTION:

- Due April 13: compile rationale, final video, moodboard, and other relevant process work in a published or privately-shared Medium.com Article as a case study of your project.

Resource

Art of The Title - artofthetitle.com

Deliverables

- Export as .mp4 file in the H.264 Codec
- 1920x1080px or 3840x2160px*
- 60*, 30, or 24 frames per second
- Milanote article to compile hosted video, moodboard and process work, and rationale.

*Only Attempt higher framerate and resolution if you're certain your computer can handle it.