# Innovate Comm Tech | Motion Text Animation - Kinetic Typography

# Part A: Research - Links | Tutorials | Examples | Final Reflection

- Perform a **Google search** for "Kinetic Typography" and "Motion Text Animation".
- Create a Research Slidedeck or Webpage (on your website) called Motion Text Animation (or a similar title).
- Your Typography Animation **Research & Final Reflection** should contain the following information:
  - Links: 2-5 links to web content you found useful for design and technical ideas.
  - **Tutorials: 2-5 YouTube animation tutorials** that helped you figure out some animation techniques.
  - Examples: Provide 2 Kinetic Typography- Motion Text Animation examples you found inspiring.
  - **Final Reflection:** Write a **brief description (bullet points)** about the links, tutorials, and examples you have highlighted as part of your research.
    - Key Final Reflection Questions
      - How did you use your research in your video?
      - Did you re-create a design or effect in your video?

#### Part B: Planning - Font Charts | Word Art- Typography Poster Image (Wordle Style) Font Charts

- Create **2 font charts** to log your planning.
  - Suggested software: Photoshop, Illustrator, Google Docs, Pixlr, Vectr, Gravit Designer, Vecteezy, Canva
- A font chart is a good place to layout your fonts at a glance.
- Simply stack fonts and words on top of one another in columns.
- Try experimenting with colour in your chart.

Blackjack Curlz	DVENTURE	Classic Classic Rounded	White
Corroller	TAR TRAVE		Light Pink
	ONTINUING MISSION	Growing	Pink
	tellar clonfict	LOFTY	Red
V Malar	nat Lo P lont	LOG CABIN	Purple
đ.	VANTED POSTER		Periwinkle
Pacifica Passing Notes	TEEPERS!	Neat Printing	Coral
Passing Notes I	Jampire	Round Modern	
Sweet Water		Times	Orange
	STREAM PROVIDENCE	ANT DECO	Brown
Swirly	FRAIN FAR		Yellow
		Old World	Lime
LOVE IS BOLD	ANDNIZED	Christmas Canaly	Green
	Bernard	Christmas Curls	Mint
	Dermaru	Christmas Mess	Aqua
DUH I		Christmas Nightmare	Light Blue
	PROCESSOR	Christmas Past	Royal
	ound future	Christmas Tale	
Tuncing Louge	STENCIL	(hristmas Wish	Gold
Fallen	PORTS JACKET		Silver
1001 100	PORTS NIGHT	Magic Wand	
inclain s	PORTS TEAM	PASSTIME	Black



#### Word Art - Typography Poster (Wordle Style)

- Using design software create a piece of **word art (wordle style typography poster)** using different fonts, colours, sizes, and placements.
  - Suggested software: Photoshop, Illustrator, Pixlr, Vectr, Gravit Designer, Vecteezy, Canva
- Include a variety words, angry, sad happy etc. and use fonts that match the feelings. (Refer to the charts below for font choice inspiration.
- Apply the elements and principles of design and be creative.
- Pay attention to rules of good compositional and layout.



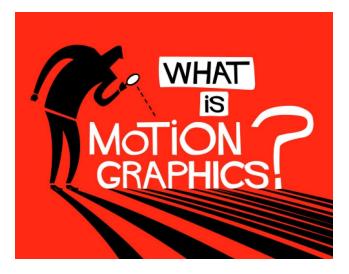




#### Part C: Motion Text Animation (You Can also Include Pictures & Cartoons) - Individual or in Pairs

- Your task is to create a 30-60 second motion text animation using creative editing techniques and styles.
- Try to make sure any **music** you use is **copyright free**.
- **Getting started** You can create a motion text animation for one of the following:
  - Choose **a favorite poem** that you can use key words and descriptive lines from for your animation.
  - **Lyrics to a song (lyric video)** also make a good starting point for imagery in a text animation choose a local or an indie band and obtain permission to use the song to avoid any copyright issues (do not use a song by a major recording artist for this option).
  - You may also create a text animation for your **favorite short story** or a **recent news event**.
  - Another option is to create a motion text animation for a **voice over narration**.
- Create a movie poster/ cover art for your animation
- Your **animation skills** need to include the following in After Effects:
  - Minimum of 5 effects from Effects & Presets
  - Use **transform keyframe** options (Rotate, Scale, Position, Opacity)
  - Use text keyframe options >Animate >Text >Animator (Tracking, Stroke Width, Skew, etc...)
  - Include a minimum of **3 shapes** with **animation** >Add (Pucker & Bloat, Twist, Round Corners, etc...)
- The **content** of your animation should include:
  - Main title
  - Author or artist name (could be your name or a group name)
  - Start with a short quote (or series of words) and build the **kinetic typography** as you learn more about the software.
  - Important words or lines in the development of the poem, song, short story or news event.
  - Make sure you say something with the **text and shapes** that hooks the audience to keep watching.
  - Timing the words with **music and audio** will be a key part to the entertainment value of your project.

## Explore | Create | Have Fun Learning



### Checklist

- Research Page on Your Website
  - o 2-5 links
  - 2-5 tutorials
  - 2 examples
  - Final reflection
- 2 Font Charts Planning & Process
  - Export as jpegs in Illustrator
  - Save as jpegs in Photoshop
- Word Art- Typography Poster (Wordle Style)
  - Different fonts, colours, styles
  - Design a creative image
  - Composition & layout
  - Elements & principles of design

#### • Motion Text Animation

- Create a movie poster/ cover art
- Individual or in pairs
- 5 effects
- Keyframe animation
- Include 3 shapes
  - May include pictures & cartoons
- Visual hooks for the viewer
- Music & audio

# Innovate Comm Tech | Motion Text Animation - Kinetic Typography | Evaluation

Description	Comments	Levels		
Research Page on Your Website				
<b>Effective research</b> has been demonstrated for 2-5 links and tutorials on your research webpage.		0-1-2-3-4-		
Final Reflection Direct connections have been provided between your research (influences) and your project. You have clearly explained how your research was useful in your learning of motion animation techniques.		0-1-2-3-4-		
Font Charts   Wordle Style Word Art - Exploration   Process				
The <b>2 font charts</b> show a good use of experimenting and organizing font styles, colours, placement, and sizes.		0-1-2-3-4-		
The Word Art- Typography Poster (Wordle Style) displays an effective understanding of composition and layout.		0-1-2-3-4-		
The <b>Word Art</b> shows creativity and effort to use the elements and principles of design.		0-1-2-3-4-		
Motion Text Animation   Studio Work - Application of Skills				
The <b>30-60 second animation</b> uses a variety of creative editing techniques and styles to create an <b>entertaining animation</b> . The project shows an <b>exploration</b> of fonts, colours, and <b>kinetic movement</b> with typography to create <b>visual hooks</b> for the viewer.		0-1-2-3-4-		
The project demonstrates an understanding of <b>keyframe animation skills</b> and the use of <b>5 effects</b> . In addition, <b>3 shapes</b> (or pictures and cartoons) have been effectively incorporated in the animation.		0-1-2-3-4-		
The <b>content</b> clearly displays a main title, name, and key information to keep the <b>audience engaged.</b>		0-1-2-3-4-		
A good <b>movie poster/ cover art</b> has been created for the animation.				
	Overall Mark	%		