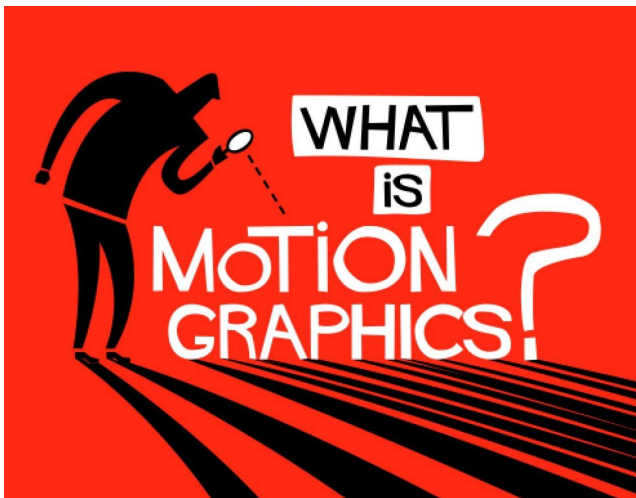


Part C: Motion Text Animation (You Can also Include Pictures & Cartoons) - Individual or in Pairs

- 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**
 - 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		
Effective research 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 2 font charts 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 Word Art 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 30-60 second animation uses a variety of creative editing techniques and styles to create an entertaining animation . The project shows an exploration of fonts, colours, and kinetic movement with typography to create visual hooks for the viewer.		0-1-2-3-4-
The project demonstrates an understanding of keyframe animation skills and the use of 5 effects . In addition, 3 shapes (or pictures and cartoons) have been effectively incorporated in the animation.		0-1-2-3-4-
The content clearly displays a main title, name, and key information to keep the audience engaged . A good movie poster/ cover art has been created for the animation.		0-1-2-3-4-
Overall Mark		%