

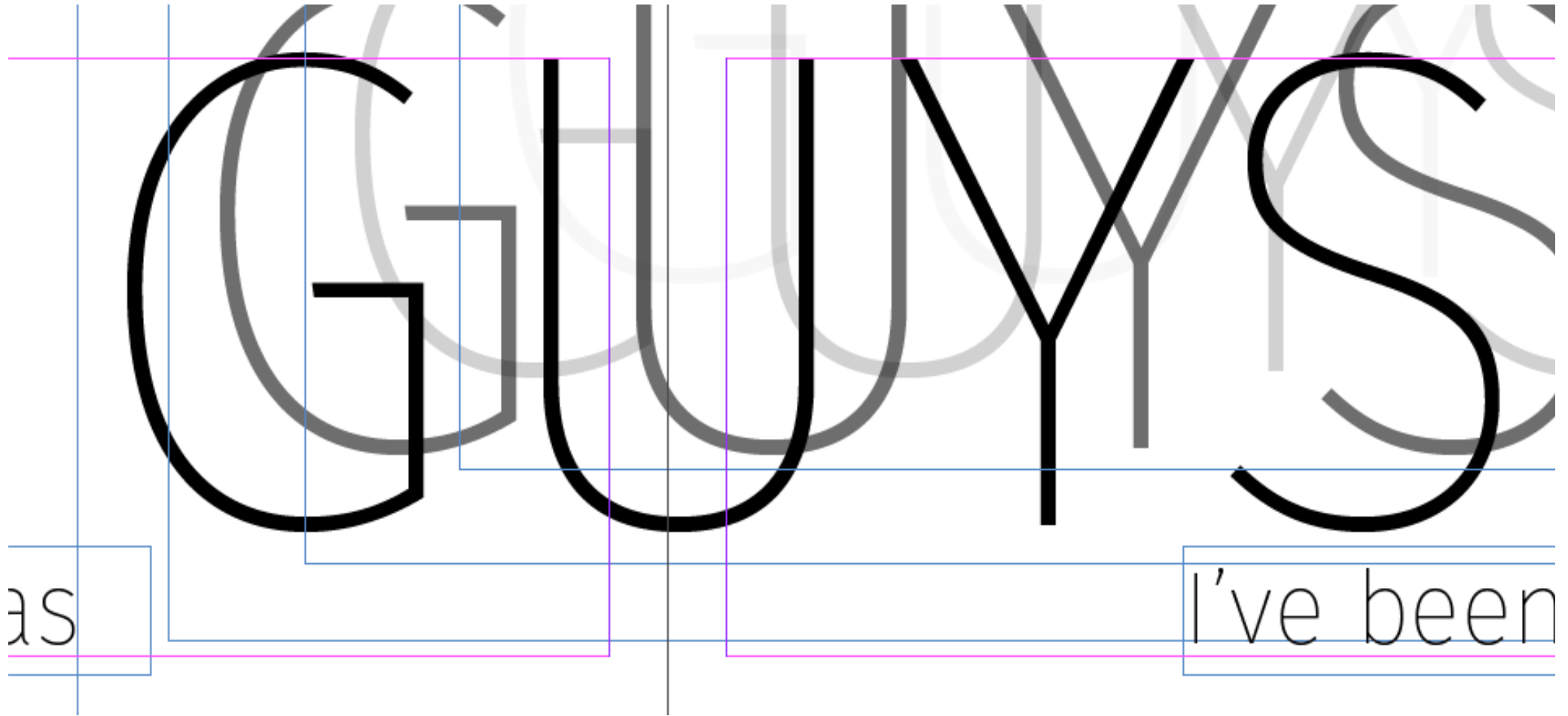
Typography Brief

With this brief, we were tasked to create a book consisting of a transcript that we had to use from an instagram account called “thepeoplescorner” and create an animation using the audio. This brief helped us more with building our indesign skills, learn more about typography and being able to creatively use the limited rules that were given.

SILENCE
and

everything up.

When designing my book, I wanted to follow this format where I would have normal text with no real design with it, but every other page I would try to do a little twist, for example, with this page I simply changed the background colour to black to fit the environment of silence.



This double spread was simple but I really enjoyed making it because I tried implementing the way “guys” are seen as these masculine figures of power when that is not the case, the massive scale of the word is to symbolise the distorted perception that society views men, but the smaller words are there to show that they’re normal

Process of favourite pages

growing

By increasing the scale of the individual text I could show the process of growing up through text. By making it a double spread I was able to make it more interactive with the second page which I thought was my favourite page of the booklet

I really like this page, because it shows the perception that everyone has on a man verses how they actually are, I did this using a perspective tool on illustrator and then importing that to indesign.

to be a
man

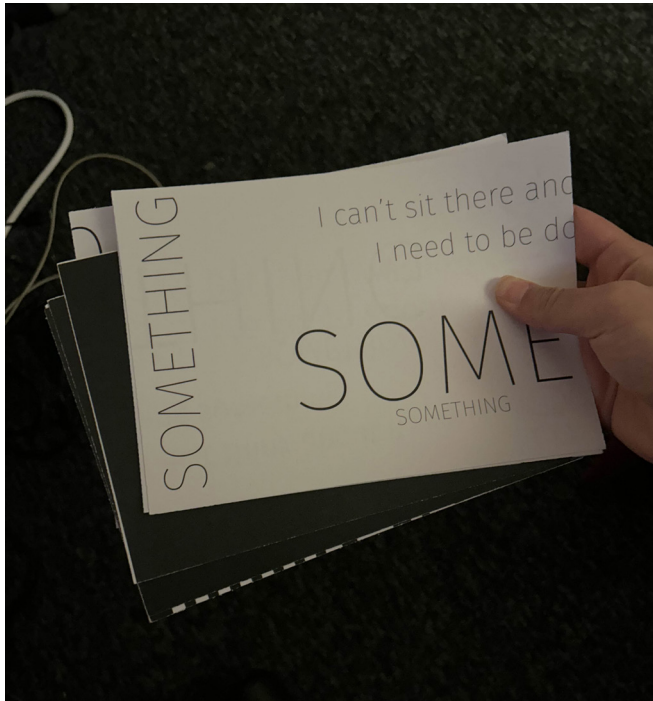
But I hate being on my own. I get bored easily. I can't sit on my own, I go into the zone. I have to be doing

I wanted the last page to be something that I haven't attempted in any of the pages which was to use perspective to create this 3D effect, the word something in the video's context means doing anything if it means to take your mind of being on your own

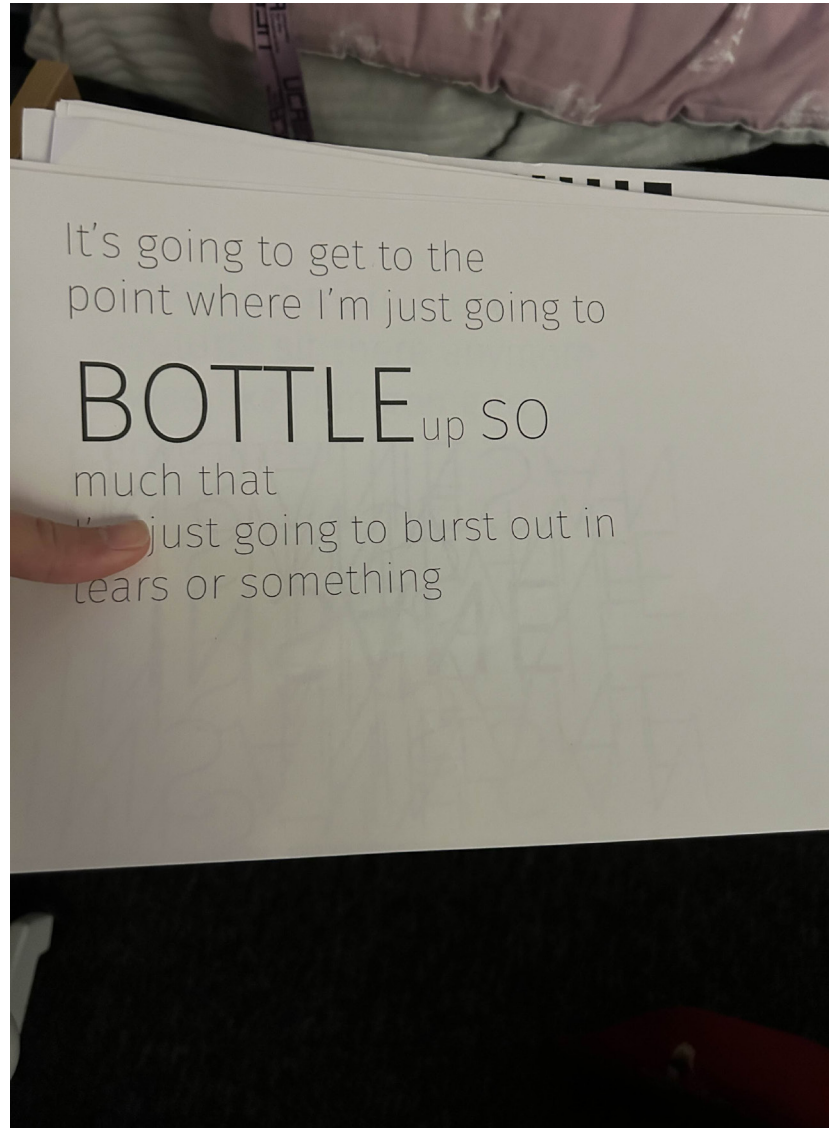
This page isn't anything special, and to be honest I didn't want it to be in order for the second page to shine almost. I felt like I could've done a little more with this page instead of just adding plane text and calling it a day



Errors when making the book



When printing out the booklet, I didn't have the time to bind them which left having random pages and not making sense when having to present the booklet to the class

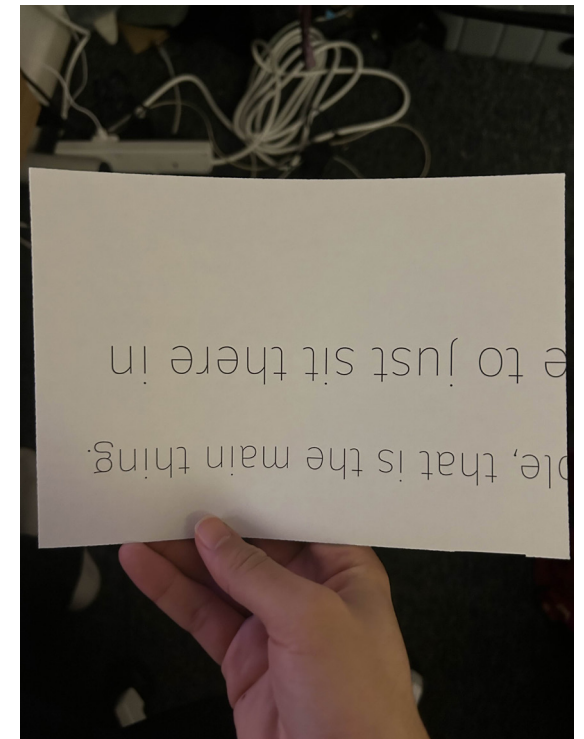


I tried printing it again but I ended up selecting the wrong settings and got something I couldn't work with which is why I had to stick with the first one



When it came to some of the pages, they turned out great, for example with this page, I really liked how the silence is small and faint due to the printing which further highlights the environment of silence that I wanted to capture in the booklet

Another issue I found when printing the books was the fact that they were flipped on the other side of the page, I didn't select the correct printing settings and it ended up being very confusing for the people who were viewing my book as it wasn't binded nor was it correctly placed



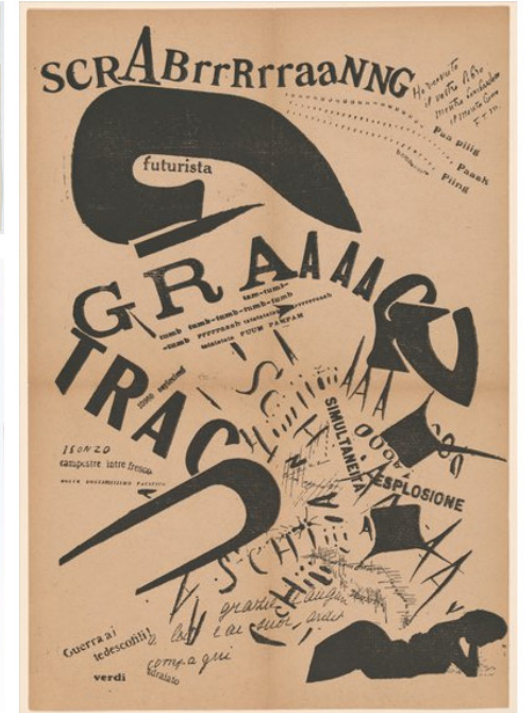
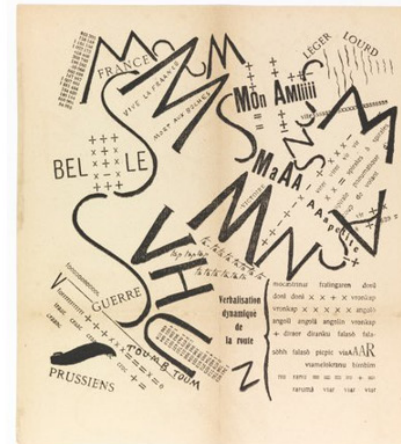
Artist Research

I researched Marinetti due to his distinct style and I was really inspired by his way of working, he was never afraid of experimenting with his work, always trying something new. Which is what I wanted to do with my work, I was already working with typography which is a medium that I'm new at so being able to attempt certain techniques that were out of my comfort zone would be great practice which is where I started the research

Analysis

He was very bold and direct with his typography. The text is hard to read, almost like a puzzle, a lot of the words are very expressive like "ScrAbrrRrraaNNG" where it's purposefully not arranged in a straight, boring line and certain letters are bigger than the others

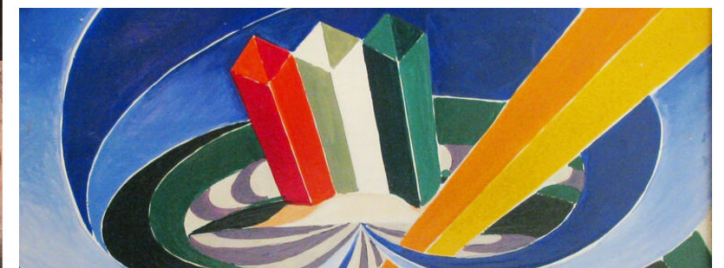
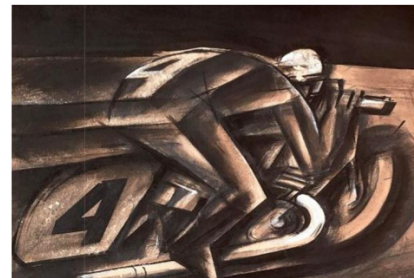
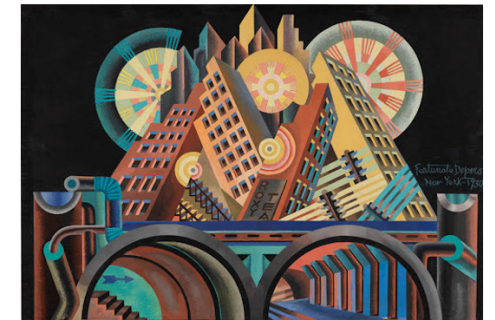
He loves to manipulate the scale of his letters in an extreme and ludicrous way; certain letters don't even look like their letters unless you really focus, his usage of random shaped elements and use of symbols allows for a unique approach



I researched about the Futurist movement he was a part of because at first I wanted to incorporate certain elements and aspects from these amazing images onto my animation. Later on I realised to simplify my animation but this was a great start to solidifying my ideas

Analysis

The Futurist movement, that Filippo Marinetti was part of, was created to reject the past and traditional art forms in favour of celebrating modernity, technology, speed, and the dynamism of industrial life.



Researching Neville Brody allowed me to get a clearer image in my head, on what I wanted. His style was more clean and less chaotic, he used typography to make elements like the nail you see. I wanted a mix of both Marinetti and Neville when it came to my animation

Analysis

His work is very experimental. His work consists of using negative space, using typography to shape objects and elements in ways you wouldn't even imagine. Like Filippo, he loves to confuse the audience to test their ability to read and it's a way of expressing his new method of breaking standard design patterns.



Learning about the kind of typography that he's told me that the way you design letters, speaks a lot about themselves and the mood they give off, giving me a better understanding on typography

Analysis

His fonts vary from blurry and slightly distorted to futuristic styles. He has a wide and deep understanding of typography; he fully understands the theme and delivers something that is unique and something that is new to the eye, yet again, breaking the standard design pattern.



The quick brown fox jumps over the lazy dog

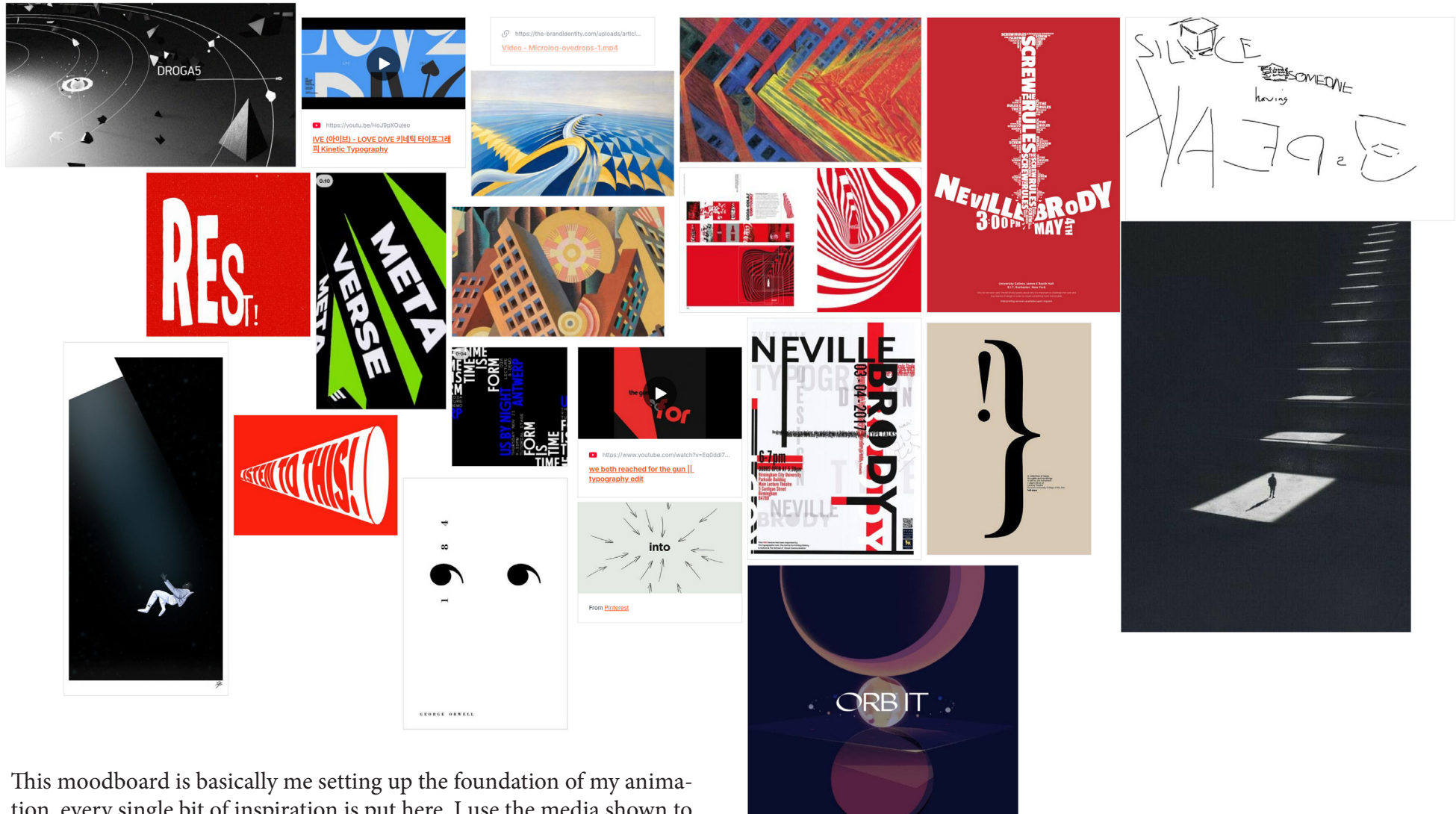


The quick brown fox jumps o...

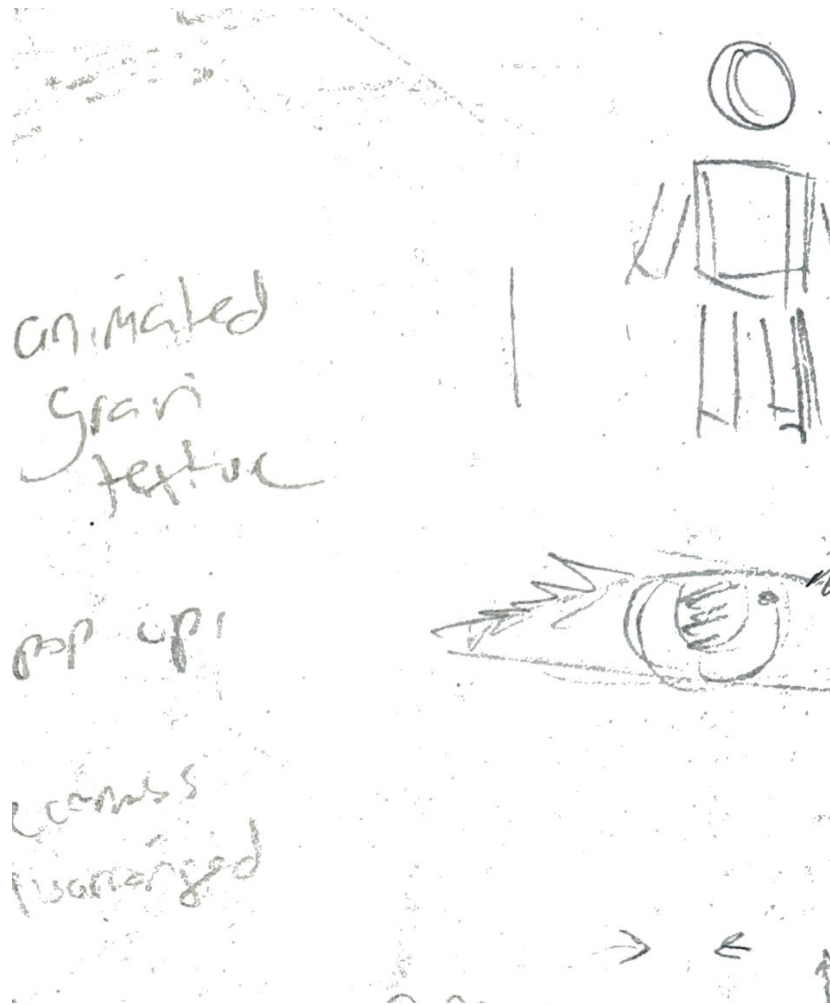


"FF Blur and FF Gothic were part of a group of fonts made to replicate the 70's punk rock aesthetic and to show what you can do with standard typography, commissioned by The Tokyo department store "Parco", the Dutch telecom company PTT, and the German cable TV channel "Premiere" have all commissioned Brody's work.

Moodboard/Sketches

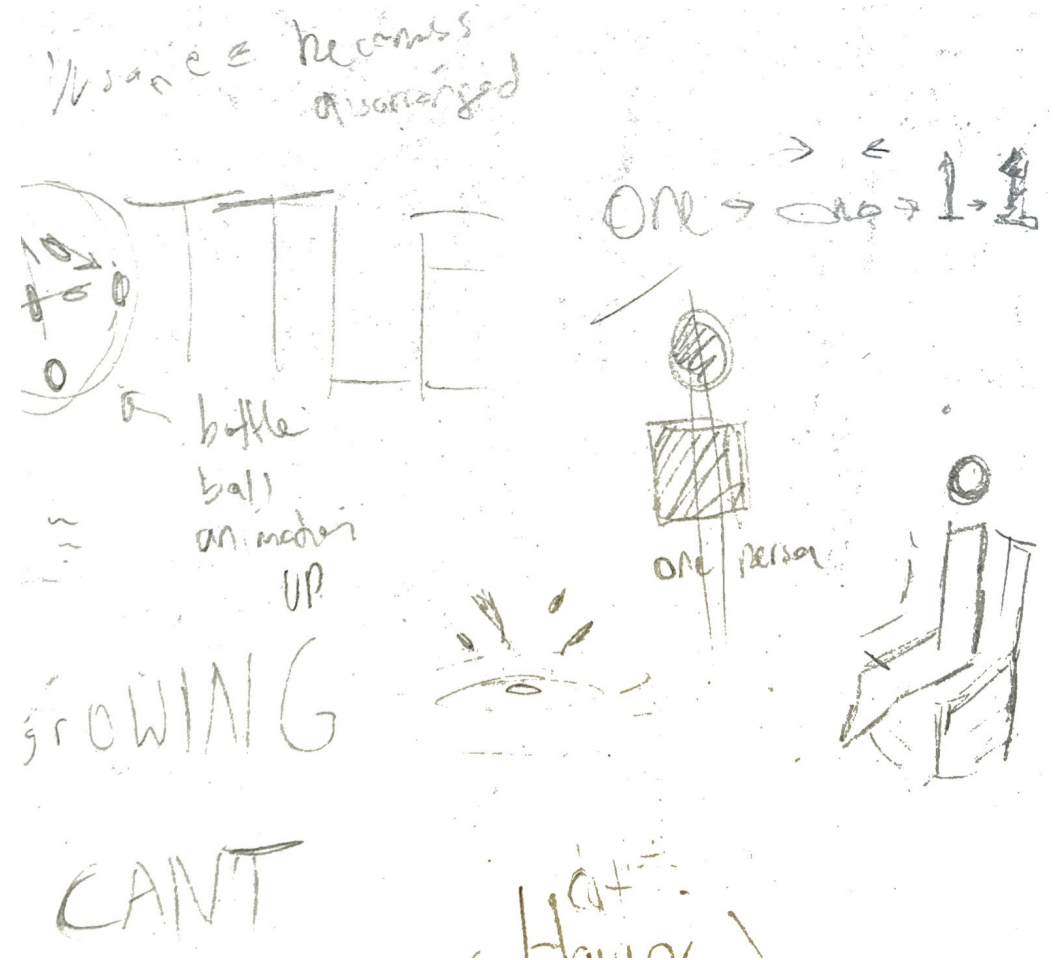


This moodboard is basically me setting up the foundation of my animation, every single bit of inspiration is put here, I use the media shown to think of ideas which is then mindlessly put into my sketchbook



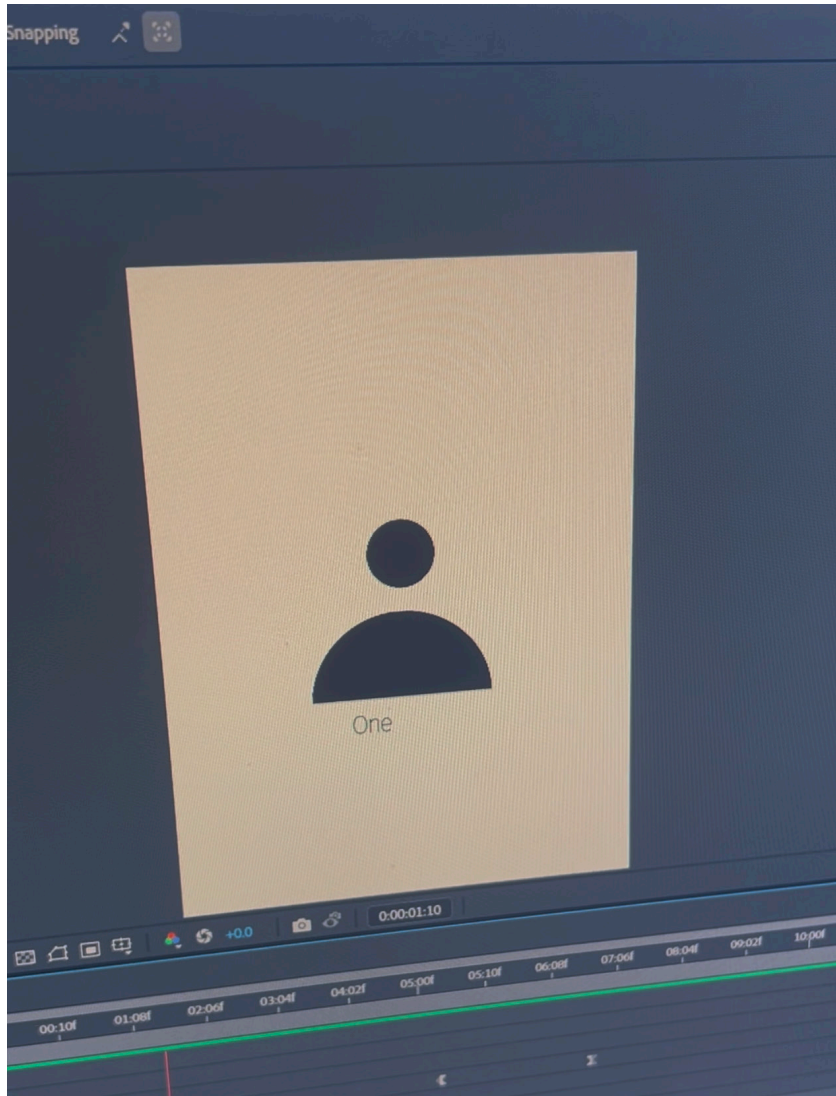
During lessons, I would just sketch. Transition ideas, different elements and texture ideas. I was really excited when it came to this particular lesson because I would be able to showcase what I'm actually good at, which is why I came into this brief with full of ideas, ideas that looking back now, I don't even understand.

Before sketching, I didn't realise that shapes weren't allowed which is why a lot of the sketches include a lot of shaped elements.



Some of these transition ideas were very advanced, I felt like my imagination goes beyond my skill level which is why a lot of the sketches included didn't get added because they just wouldn't look good.

First draft



Transition idea going from thepeople'scorner logo to a person to match the transcript, in my head at the time it allowed me to have a smooth transition from putting the company to the actual animation



Highlighting the importance of a mate by playing with scale

When we first got our animation brief, i began with a simple animation where I just did whatever, it was another version of a sketchbook.

It allowed me to gain ideas, get used to after effects and allow me to gain useful knowledge when it comes to animating later on



Taking the scene literally and designing and animating a bottle with a ball bouncing inside it. Later I realised that that this was breaking the rules too much and changed this later on

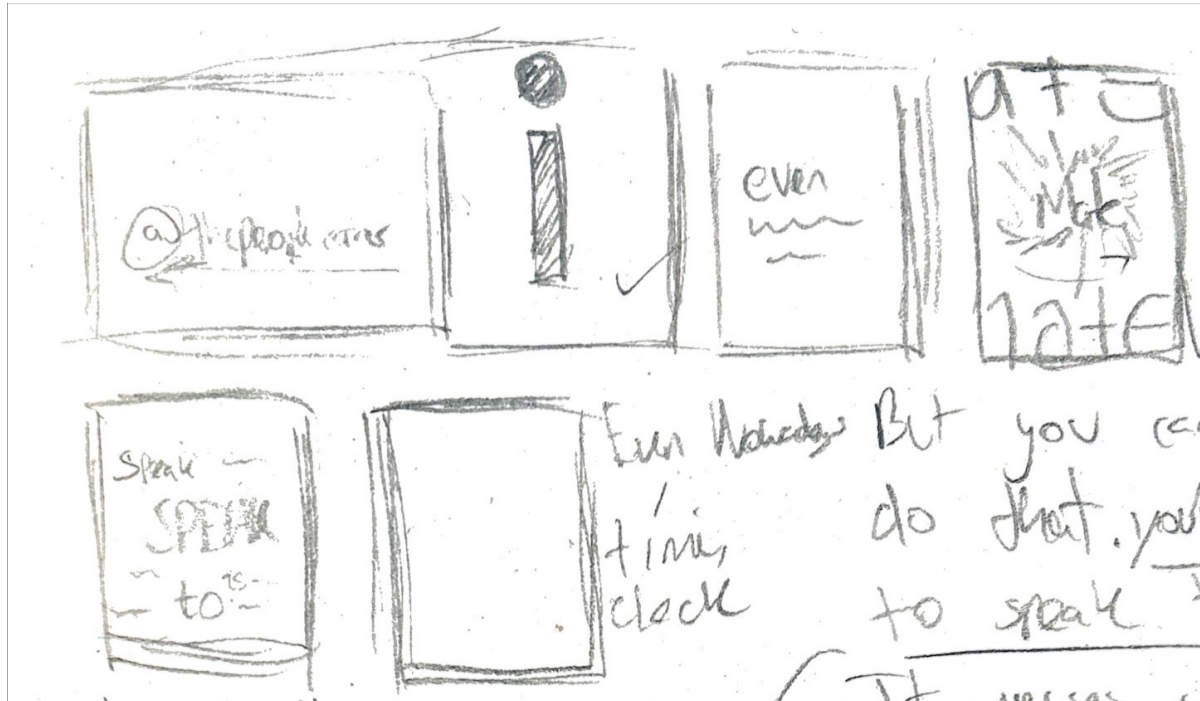
SPEAK
SPEAK
SPEAK
to.

Speak transition, having multiple of the same word to show the importance of speaking to someone

A lot of the scenes were improv, before starting, I would occasionally see kinetic typography online and I decided to experiment, to get a feel of what I'm actually animating.

Some issues that I found with the animation is firstly, the first transition to the person isn't smooth, the "speak" part didn't really look as I wanted, instead of having multiple of the same words to show to speak to multiple types of people, I wanted the "speak" part to be bold, high in scale to show the power of your voice.

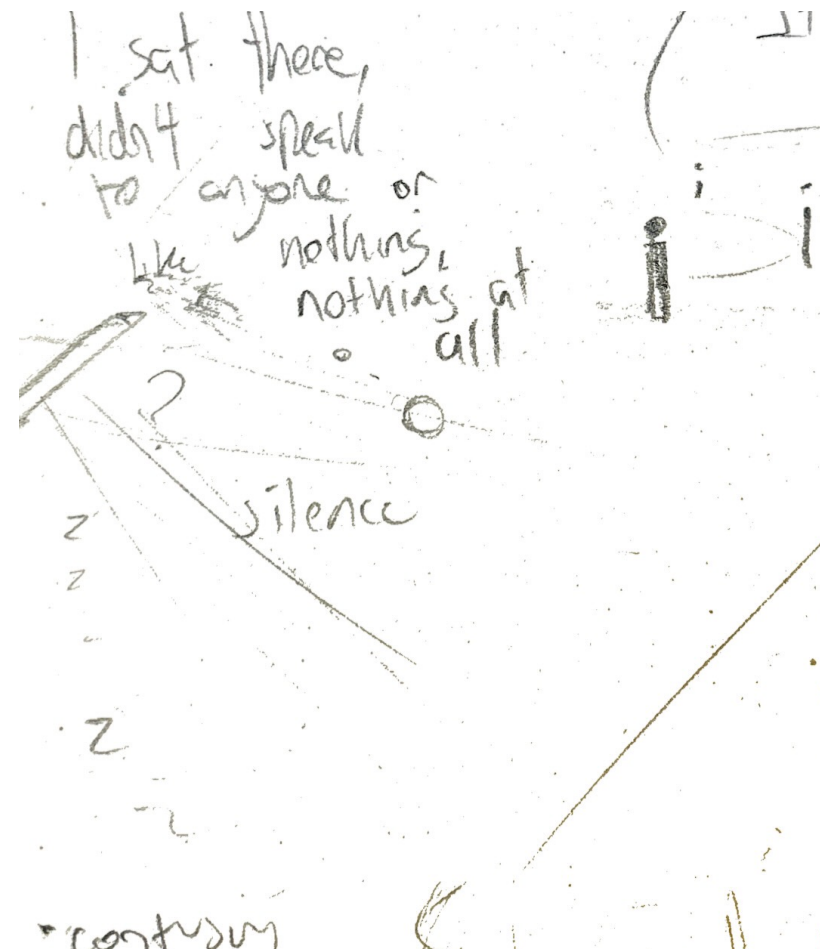
Storyboard/Second Draft

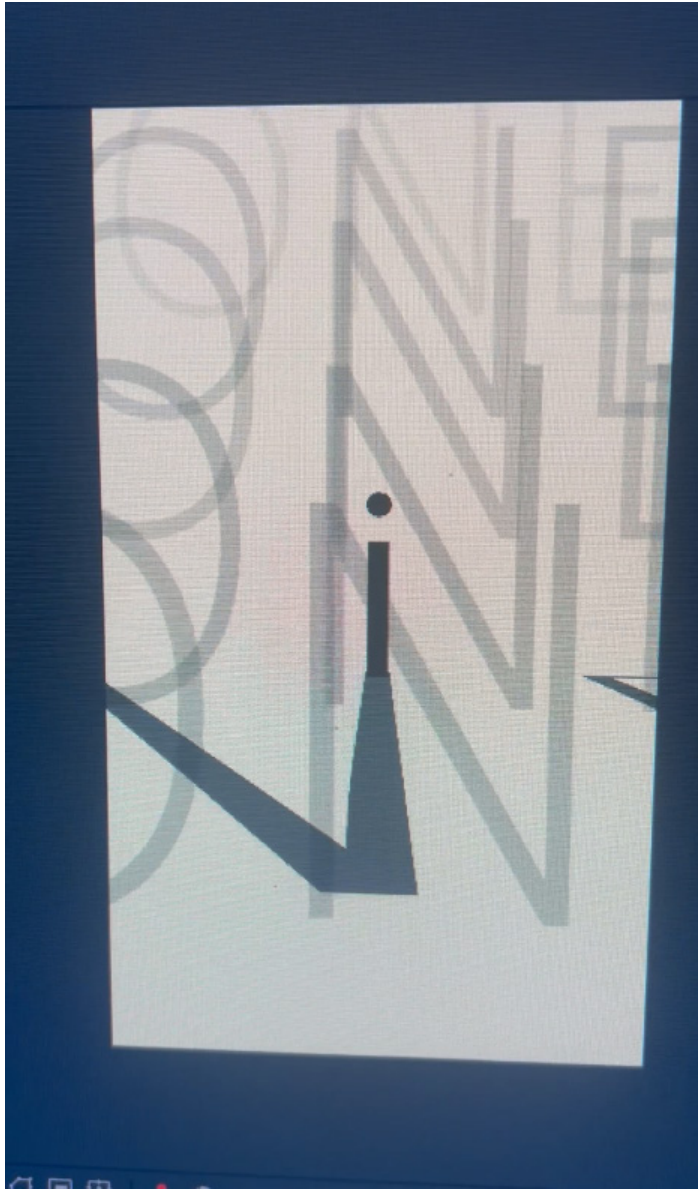


After actually starting on my animation brief, I wanted to sketch out a simple storyboard I was told that elements weren't allowed which is why I decided to scrap using them and just started by using letters to replicate what I was trying to say

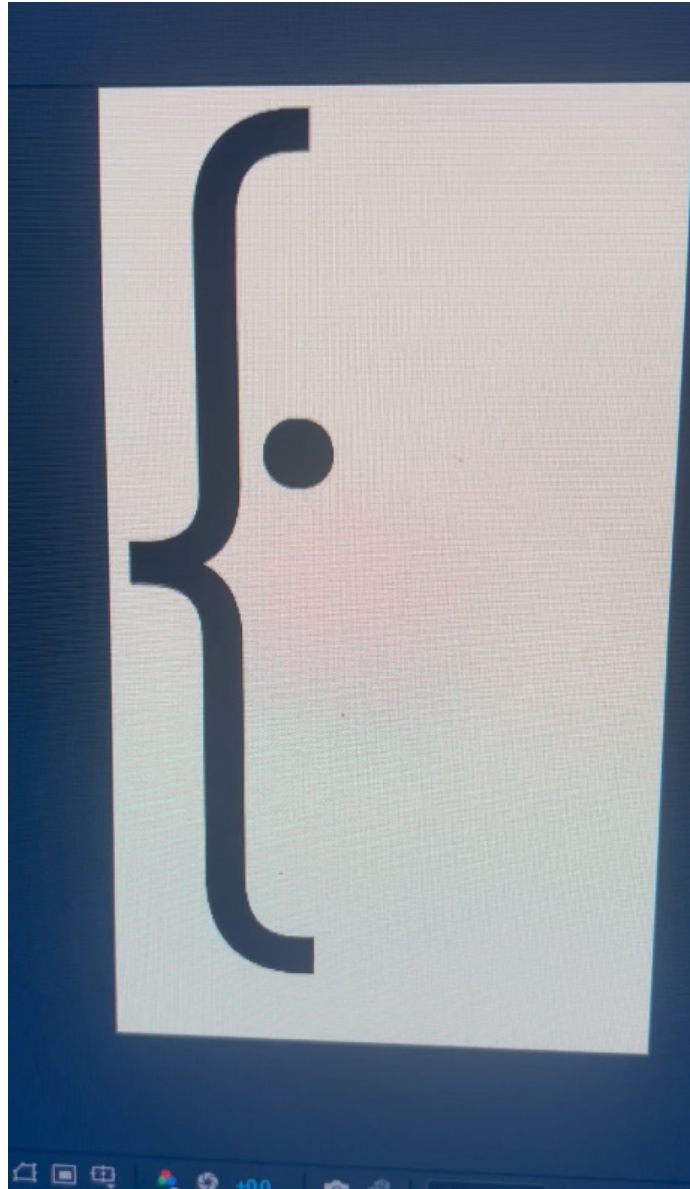
I took specific phrases from the transcript and began noting down similar words and phrases that I could use to animate.

Like i did with my previous sketch, I tried picturing different scenes, but this time not overcomplicating it





A scene where I used 3D on the shadow at the bottom to add depth, multiple one's in the background to not make the background feel bland and using an i to symbolise a person instead of making an actual person model



I used punctuation to make a face, like I did with the first scene however it didn't work and I ended up changing this scene

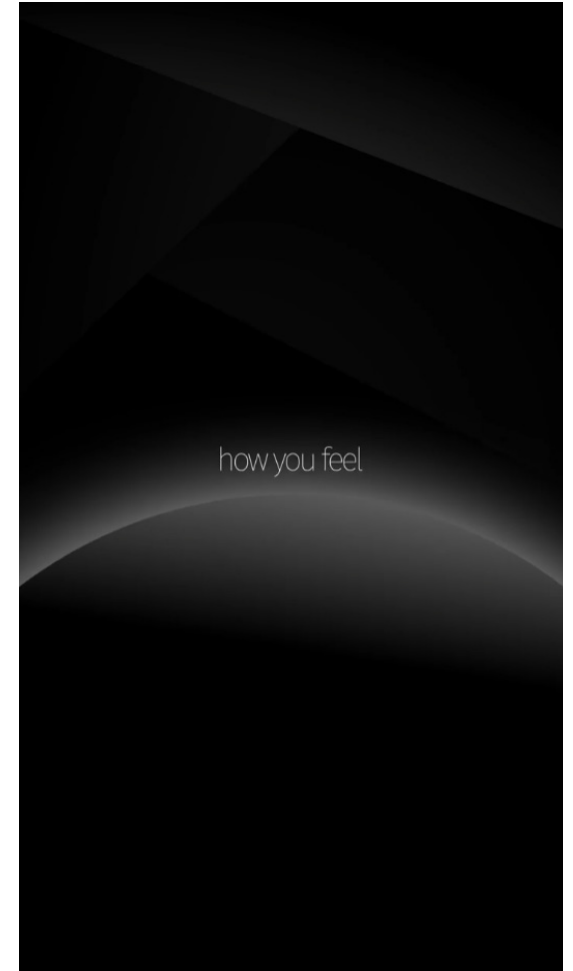
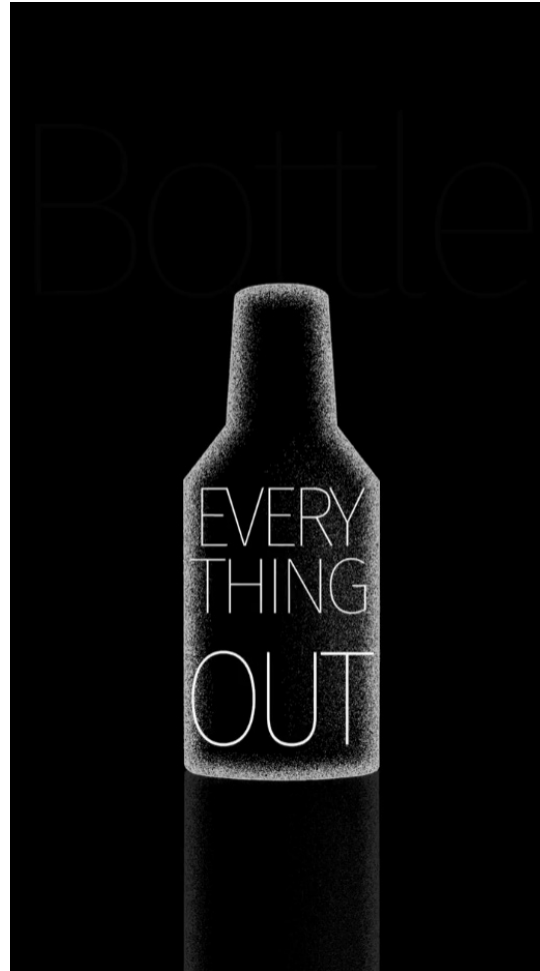
This was my second draft where I began to not overcomplicate everything, I tried doing everything with just typography whilst still trying to be out of my comfort zone by experimenting with 3D.

I listened to feedback, and managed to get something that was somewhat presentable that followed the rules of our assignment

Feedback

[illegible]

Throughout my second draft, there were successful experiments such as the hand made out of text, using Neville's technique



However when receiving feedback, these particular scenes were either too literal or too much for the assignment. I listened to the feedback and ended up scrapping these 2 scenes in order to make something better and more simplified

Rule 3: Challenge Conventions

I feel like ever since entering university I've been more experimental when it comes to the techniques used in my work and exploring different mediums.

Animation feedback

Tuesday 4

- Breaking the rules
- instead of mirror, white sliding
- flying saucer
- too complicated
- bottle
- think about how you use your type
- Don't start from the beginning to end, try start from the start, do some of the end and eventually in the middle
- typography work

- Try go back and read the script to highlight certain text, too complicated / distracting (inspiration)

- Los all feedback from peers
- using typography to reflect their personality
- Here there's a character

This is all of the feedback given, a lot of the feedback involved me doing too much which is where I decided to revamp a lot of the scenes in order to simplify them



Instead of having a bottle, I just had an O cover the text to fit the context of the scene without doing too much

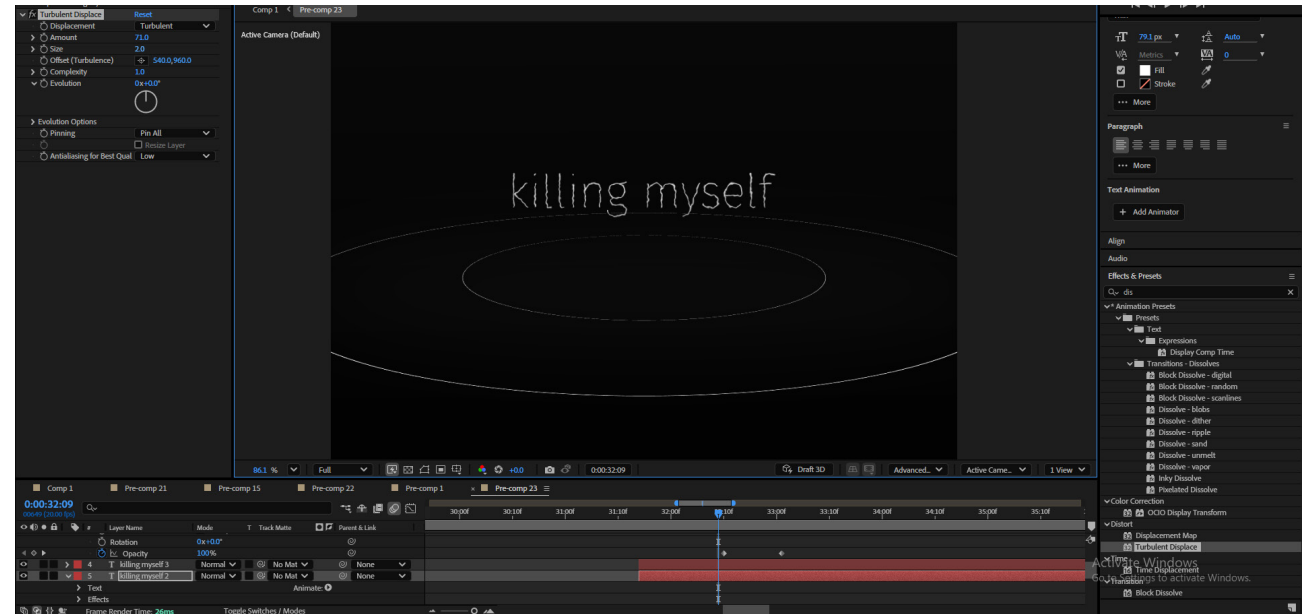
you just
Can't
do that

Instead of adding gradients and these elements that make it too much, I decided to follow a format where I would place the text in the middle have it formatted differently each time

Experiments



Throughout the process of making the animation there was several moments where I experimented like this instance, I tried replicating a beer using text however it didn't fit the scene, which is where I scrapped this idea



I was told by my friend that It would be nice to use harsh text on more explicit words like kill or alone, the idea itself was really cool



This experiment involved using one of the artists that I researched "Marinetti" where he would play with scaling and wasn't afraid to experiment, which is what I tried attempting

Evaluation

This assignment taught me a lot about indesign, time management and improving my skills in after effects. My strongest attribute is not graphic design which is why I was really excited about this assignment, I was able to do something that I'm better at and having that client style of making work, it's made me a lot more experienced when it comes to making work for clients and on a schedule.

Typography is something that I'm new at, I'm excited to learn more of it and being able to mix it with animation and indesign was a fun challenge. One thing I could improve on is definitely my time management, I'm not good at scheduling which leads to me being behind with my work

One thing I'm happy about was my animation. I love motion graphics so being able to do something I'm good at and being able to present to others about it and teaching people about it was fun, I never knew teaching motion graphics would be kind of fun. I could've done better with my animation, planning for it more, more storyboarding and research however as a year 1 student I'm happy with what I've done.

My next steps are to improve my indesign skills and mostly my animation skills, I feel like animation is what I want to pursue which is why I'll continue to build my skills and be better