

PROJECT 2

MUSIC INTERPRETATION

PROJECT REQUIREMENTS

SIZE: 1920x1080 pixels

LENGTH: Each study's length will be 1/3 of your provided sound clip.

CONTENT: Create 4 studies and put them back-to-back in a sequence to your music clip. Then with your group combine all of your clips into one sequence to the final full song.

FORMAT: 1 final Quicktime Movie uploaded to Vimeo and posted to each of your blogs.

ASSIGNMENT

Create a series of explorations that use the formal characteristics (size, shape, color, transparency) to create the design principle of rhythm in motion, while also exploring the design principles of figure/ground and balance.

While using the formal characteristics to create rhythm, this is also a study in audio/visual relationships and interpretation of music. Your visuals should respond to the music.

Increasingly motion is becoming more of a design factor. The purpose of these studies is to see what happens to the formal characteristics when motion is applied to them. Changing shape, scale, transparency and color can have communicative and dynamic results.

PARAMETERS

In each study you will use only one characteristic at a time to achieve rhythm:

SHAPE / rhythm (*balance / figure-ground*)

SCALE / rhythm (*balance / figure-ground*)

TRANSPARENCY / rhythm (*balance / depth*)

COLOR / rhythm (*balance / scheme*)

Beyond focusing on only one characteristic at a time, you also need to set up a grid within your 1920x1080 composition. Your layout of your chosen shapes (must be basic shapes) must fit into this grid to ensure proper layout and lead towards balance. You may NOT change the position parameter of your shapes within this project because this will distract from using the formal characteristics alone to create movement.

For example, you may change only the shape of your forms in the shape study and not move them or change their color and so on. In the scale study, you can only have one type of shape throughout to create your layout and change only the scale of your chosen form to create rhythm.

Between each study, you may change your grid, the shape, and color of the form. For example, in the scale study you might have 16 blue squares and in the transparency study you may have 20 red circles. Just be consistent within each study and focus on changing only the one characteristic at a time.

REMEMBER you can only change colors in the color study and you can only change shape in the shape study and so on. And you cannot move them. Picture a marquee of lights that you are turning off and on to create rhythm.

OBJECTIVES

- Explore formal characteristics (size, shape, color, transparency) as they relate to the design principle of rhythm.
- Explore other design principles such as figure/ground and balance
- Explore other variation of composition with a focus on pattern, consistency, variety, unity, and emphasis.
- Explore motion and space as design factors.
- Explore sequence including transitions, duration, speed, timing, and easing.
- Practice audio/visual relationships and synchronization
- To develop your technical skills with digital tools.
- Explore multiple solutions and edit your work for the best solution.

PROCESS

1. Review formal characteristics and design principles.
2. Research good design using these characteristics.
3. Choose song with your group and select your portion of that song.
4. Create a grid and practice different layouts. Create look-and-feel or rough storyboards of your ideas.
5. Explore duration, speed, transitions, and easing as design factors.
6. Explore each of the characteristics to generate the principle of rhythm in 4 studies set to music.

DELIVERABLES

July 7: Project assigned.

Demo in AE. Look at inspiration and talk about plans. Start working.

In class:

Create rough storyboards and/or look-and-feels of your ideas for showing rhythm using the formal characteristics of shape, scale, transparency and color. You should also link to inspiration to communicate your ideas. Choose a song with your group.

For next class:

Finish 2 studies.

July 9: Make refinements. Work in class.

For next class:

Refine and finish other studies for feedback.

July 14: Critique, work in class. Put into a sequence as a group if everyone is finished.

For next class:

Finish project.

July 16: Final critique. Music interpretation video due (combined with your team, upload to vimeo, and posted to your blog).