

## PROJECT 3

# TYPE SPECIMEN

### PROJECT REQUIREMENTS

SIZE: 1920x1080 pixels

LENGTH: 60-120 seconds + additional 3 seconds of black at beginning and end.

CONTENT: Focus primarily on showcasing your typeface. You must include information about the creator/designer, when it was created, further information (historical, contextual, defining characteristics), use many different weights and at least 4 different sizes.

FORMAT: 1 final Quicktime Movie uploaded to Vimeo and posted to your blogs. Process information must also be posted to blogs before class on the 30th.

#### PROCESS REQUIREMENTS:

1. at least 3 type specimen examples (motion and/or static)
2. typeface family and history research (print-out scanned or photographed)
3. brainstorm outline/script
4. finalized storyboard + initial ideation storyboards
5. look-and-feel key moments/phrases (composition layouts of design in AI, PSD, or AE)

### ASSIGNMENT

In this project, you will create a type specimen animation promoting a specific typeface. You should show the range of your typeface, while providing a possible historical reference and/or context of the typeface's intended use and what makes it unique. You are essentially trying to sell it, but also keeping it informational.

A type specimen is usually viewed as a publication that shows the range of a particular typeface in use. Printers and typographers have produced them for hundreds of years. In the digital age, type specimens have become more experimental, and they remain a crucial way to promote and explain typefaces to designers who might want to buy and use them.

### PARAMETERS

1. Content: Type. (supporting imagery is allowed, but emphasis still on type. Your type specimen must contain the following information:
  - a. The creator/designer of the face
  - b. When it was created
  - c. Further information about the typeface (could be history, context, or defining characteristics)
  - d. Different weights and styles if it has them
  - e. At least 4 different sizes
  - f. optional: Some variation in tracking (and leading if multiple lines)
2. Length: 60 - 120 seconds + additional 3 seconds black at beginning and end
3. Size: 1920 x 1080px; Square Pixel Aspect Ratio
4. Sound: This can be music, ambient sound + sound effects, or a voiceover narration of the text. Work on audio/video sync and set pacing.

### OBJECTIVES

1. Principles of time-based media – space, form, motion, time, sequence
2. Animating a longer sequence of type
3. Concept, communication, telling a story (begin, mid, end)
4. Representation/promotion of typeface
5. Typography and composition, including hierarchy, readability, design principles and characteristics
6. Understanding of type classifications

## PROCESS

1. Research your typeface and other type specimen examples.
2. Arrange a specimen print document, put your typeface in every weight and style in which it is available and in various sizes, kerning, and leading. You do not need to design this page if you don't want, this is just an initial reference point.
3. Figure out what content you are including
4. Rough storyboard of animation – illustrate the key points
5. Design the key points in Illustrator for look-and-feel
6. Bring in Illustrator file with type distributed to layers or create type straight in After Effects
10. Animate and render a Quicktime movie or mp4.
12. Post to Vimeo and link to blog.

## DELIVERABLES

Oct 29: Project overview, choose typeface, begin research.

*For next class:*

Research typeface; research type specimens; print out typeface in every weight and style and in various sizes, tracking, and leading; find out information about typeface; write initial concept/outline and brainstorm approaches for animation.

Storyboards; Initial look-and-feel comps; start creating assets.

Nov 03: Critiques of storyboards, comps, asset creation, and possible animation.

*For next class:*

Complete asset creation and begin your animation work.

Nov 05: Demo in AE. Work in class.

*For next class:*

At least 1/2-3/4 of your animation completed for critique in class.

Nov 10: Critique, work in class.

*For next class:*

Finish animations, upload to vimeo and post to your blog. Upload final storyboard to blog.

Nov 12: Final critique. Final presentations start at regular class time

(upload to vimeo and posted to your blog, along with your process).