

PROJECT 4

PRODUCT VIDEO: TELL A STORY

PROJECT REQUIREMENTS

SIZE: 1920x1080 pixels

LENGTH: 120-180 seconds + additional 3 seconds of black at beginning and end.

CONTENT: Focus primarily on telling the story you have crafted. 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 .mp4 video uploaded to Vimeo and posted to your blogs. Process information must also be posted to blogs 1 hr before class on the 15th.

PROCESS REQUIREMENTS:

1. at least 2 examples of research/inspiration that incorporate mixed media
2. research related to the story you have crafted and/or storytelling
3. brainstorm outline/script + shot list
4. finalized storyboard + initial ideation storyboards
5. look-and-feel key moments
(composition layouts of design in AI, PSD, or AE)

ASSIGNMENT

In this project, you will craft a story about a topic of your choice, and develop a way to tell that story visually. You should show a deep understanding of your topic and develop a storyline that engages the audience with your topic.

Whether you choose to teach your audience how to do something or to simply educate them about your topic, make sure to incorporate either video or photography as well as After Effects animations. These animations can be a combination of typography and vector elements, but must be a key element of your visual story (incorporated throughout the story rather than just title/credits/etc).

As with all of your projects thus far, make sure that your graphic elements and audio are intentional and complimentary to your storyline. Remember to document your process for this project.

PARAMETERS

1. Topic must be approved by professor to assure that it will scale into a successful storyline.
2. Video must include either footage or photography, with animated elements dispersed throughout, to aid in the telling of your story.
3. Length: 120 - 180 seconds + additional 3 seconds black at beginning and end
4. Size: 1920 x 1080px; Square Pixel Aspect Ratio
5. Sound: This can be music, ambient sound + sound effects, or a voiceover narration of the text. Work on audio/video sync and pacing.

OBJECTIVES

1. Principles of time-based media – space, form, motion, time, sequence
2. Structuring a visual story from topic to final video
3. Working with multiple types of media cohesively
4. Concept, communication, telling a story (begin, mid, end)
5. Visual compositions and scene development
6. Understanding how to work with lighting

PROCESS

1. Define a topic to pursue for this project.
2. Research your topic and effective ways to tell a story of that type.
3. Arrange storyboard that will best tell the story of your topic.
4. Figure out what content you are including and create a shot list.
5. Once you have an idea of your scenes, create a storyboard of your animations – illustrate the key points
6. Begin your photography/asset creation/videography
6. Design the key animated elements in Illustrator to determine look-and-feel
7. Render your video in Premier and export to After Effects or work directly in After Effects.
8. Animate and render an mp4.
9. Post to Vimeo and link to blog.

DELIVERABLES

Feb. 24: Project overview, finalize topic, begin research/ideation.

For next class:

Research topic; research storytelling; write initial concept/outline and brainstorm approaches for animation.

Feb. 29: Guest Lecture; critique of topics and initial storyboards.

For next class:

Storyboards; Initial look-and-feel comps, shot list.

Mar. 02: Critiques of storyboards, shot list, and look-and-feel comps.

For next class:

Begin your videography work, try to be about 1/2 completed for next class.

Mar. 07: Demo in AE. Work in class.

For next class:

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

Mar. 09: Critique, work in class.

For next class:

Finish animations, upload to vimeo and post to your blog. Upload finalize storyboard and shot list to blog.

Mar. 15: Tues, 3:30-5:30pm. Final critique.

Final presentations start at 3:30pm. (upload to vimeo and posted to your blog, along with your process).