

FA/YSDN 4002 3.0 Type In Motion

Winter Term | Academic Year 2009 – 2010

Design Practicum | Elective for Design Majors

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Project 1 – Video Poster

The poster is visual communication in its purest form. Throughout history, the most powerful ideas have been captured simply by the art of the poster.

A poster can start a revolution. Consider designer Shepard Fairey's now-infamous HOPE poster for the 2008 Presidential Election:

“Like a great artist does, Shepard sums up a lot of complex themes very simply.”
– Billy Corgan, on Fairey's work for Smashing Pumpkin's *Zeitgeist*.

A poster may also evoke the experience of a dream. Surrealist Polish theater posters by artists such as Wieslaw Walkuski describe abstract dramatic themes with visceral visual metaphor. Poster designers may embrace a particular aesthetic, such as the work of Scott Hansen, or speak as the voice of a generation or scene. The most memorable posters challenge a viewer's preconception of how information can be communicated.

The Challenge

This project explores motion as an extension of the still poster. Your challenge is to revive the “dead medium” of the poster with a new life using moving image and typography in motion. You are asked to communicate your concept as a 30-second **video poster**.

1. Identify a **theme** to explore.
2. Distill the essence of your exploration into a single **statement**.
 - Your statement may be an **insight, point of view, question, belief, value, opinion, call to action, proclamation, manifesto** etc. The format is flexible; what matters is that it captures your particular position for your chosen theme.
3. Interpret your statement with a concept using **type** and **motion** as design elements. Consider:
 - **Content** (what is your theme? how does it relate to your ideas? what does your research support? what have you discovered? what can you draw from it? what is the focus?)
 - **Narrative** (use of chaos, metamorphosis, shift, projection, reflection, propaganda, drama, conjuring memory / dreams, free-association, abstraction, analogy, metaphor, puns, humour, surprise, wit, satire, repetition, rhythm, etc.)
See: http://en.wikipedia.org/wiki/Category:Rhetorical_techniques
 - **Message** (what is implied by your message? what is your bias or position? who are you speaking to? what language / tone is most appropriate?)
 - **Form** (experimentation with type, style, scale, animation, transition, randomness, visual effects, 3D space, focus, depth of field, colour treatment, lighting, image manipulation, etc.)
4. Execute your concept.
 - **Format:** Using a **vertical format only** – 30 second video composition at 29.97 fps, 480x720 square pixels.
 - **Submission:** Submit video as Quicktime .mov, H.264 Best Quality. Process documentation is required.

All sourced material (including music) must be rights-free and credited.

Both conceptual and technical execution are evaluated in this project. **Original content is strongly preferred.** Whenever possible, generate your own content, use your own imagery, develop your own visual effects and image manipulation techniques, and record, compose & mix your own audio sources. **Your sound essay component may be included as a part of this project.**

Include your research sources and findings in your process documentation.

Due Week 6 – 25%

Please submit your project files and process documentation to ghuber@yorku.ca (maximum 15MB, link externally to large files). Projects will be presented in class.