

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 2 – Narrative

With the advent of time-based media, the modern designer is called upon to be an artist, composer, film-maker, author and storyteller; to craft meaningful relationships between many simultaneous elements; to tell stories that engage, excite and expand the discourse of design.

Consider the history of visual communication: http://www.citrinitas.com/history_of_viscom/

Today, designers have been given another tool with which to produce narrative: *time*. How a designer chooses to tell a story—through edit, frame and sequence—can now influence the interpretation of narrative as much as typography and image.

The Challenge

This project explores the art of storytelling. Your challenge is to produce a **60 – 90 second narrative** that reflects the culmination of your research and experimental exploration in this course.

It may be a thought from your research you wish to pursue further, or a reflection on the path you wish to pursue in design. It may involve the use of typography you want to explore, an examination of your interest in colour, form, or composition, or an experiment in refining order from chaos. Focus your development on shaping your exploration into an emotional and thoughtfully considered project.

Your narrative is an opportunity to craft the story of your passions, give form to your ideas through self-expression, and discover your own individual voice in creating a solution for the questions you have uncovered through the methods explored in this course.

1. Identify a **theme** to explore.
2. Distill the essence of your exploration into an **original monologue**.
 - Your monologue may be a **poem, narration, short essay, story, collection of short phrases**, etc. The format is flexible; what matters is that you produce original content for use as the basis for your narrative.
 - You may additionally incorporate sourced content if your concept calls for it.
3. Interpret your monologue with a concept using **narrative** as a design element. Use the culmination of your discoveries and research from the previous project and exercises to develop your creative direction.
4. Execute your concept.
 - **Format:** Using **horizontal format only** – 60-90 second video composition at 29.97 fps, 720x480 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 mandatory.** Include your research sources and findings in your process documentation.

Due April 7, 2010 – 45%

Please bring your results prepared for submission. Class presentation is completely optional.

Requirements:

- Your execution must include at least one **analog** (in-camera or hand-produced) component and one **digital** (computer effects, digital type, video edit) component.
- (Optional) A **3D** (Cinema 4D) component may be used additionally or alternatively for one component.
- (Optional) Include your **sound essay** as part of the soundtrack of your narrative.