

# Moving Type

*Design a typographical screen sequence for a movie intro, documentary, advert or quotation. Use stop animation, after effects or flash to create moving type. Be poetic & subtle, bold & brash or just venture off into your own mad world. Have fun and be creative.*

## **Deliverable 1 – Design Blog**

Key information that you feel is relevant to your development.

Include samples which you admire and show some of your own design development. Uploaded information is admissible only with evaluations, discussions and/or comments to your content.

## **Deliverable 2 – Design Development**

A3 layout pad containing research and idea generation (5 pages), design development (5 pages) and storyboards (5 pages).

## **Deliverable 3 – Moving Type on Screen**

Completed short should be uploaded to YouTube and URL submitted via email to [pj.lynch@ulster.ac.uk](mailto:pj.lynch@ulster.ac.uk)

## **Resources:**

<http://www.youtube.com/watch?v=ZTkR0ixaLJw>

[www.artofthetitle.com](http://www.artofthetitle.com)

[www.watchthetitles.com](http://www.watchthetitles.com)

[http://www.youtube.com/watch?v=AA5VzO20yRY&feature=player\\_embedded](http://www.youtube.com/watch?v=AA5VzO20yRY&feature=player_embedded)

<http://www.youtube.com/watch?v=e9gDoixsW80>

<http://www.youtube.com/watch?v=5CtsIDJqW8k>

<http://www.youtube.com/watch?v=LdSIZNgYeC8&feature=related>

<http://www.youtube.com/watch?v=5XTLXloWNFI&feature=related>

<http://www.adobe.com/support/aftereffects>

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# NEXT TUESDAY (After Paddy's Class)

## **Deliverable 1 – Design Blog**

Research, photography, design development etc.  
evaluations/comments to your content.

## **Deliverable 2 – Design Development**

Minimum of 15 developmental design pages.

## **Deliverable 3 – Wearing Type**

Design and create an item that you can physically wear  
on your person.

## **Presentation**

Photograph your final artwork on person

Print A4 black and white on photo quality paper (do not  
mount as images will be exhibited on design floor.)

Jpeg emailed to [pj.lynch@ulster.ac.uk](mailto:pj.lynch@ulster.ac.uk)

Upload final image to complete your blog.