

Animate It

PROJECT THREE, SUMMER 2016

2016 NC State
Graphic Design
Summer Studio
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Demos/Discussions:

- Power of the Crowd discussion
- StopMo Studio app demo
- Storyboard demo

Supplies:

- 8 iPads with NFB StopMo Studio
- 8 iPad tripods
- Laptop with AfterEffects installed for TA
- Lasercut letters (2 copies of each of the 4 letters)
- Large roll of white paper for covering tables
- iPad projector connector
- Large templates indicating edges of live area for working and letter outlines.

Resources:

- <http://www.thejohnnycashproject.com/>
- <http://oneframeoffame.com/>
- <https://www.sketchbookproject.com/>

For Further Exploration

- Develop additional clips. Remember, though, that we can only use an even number of clips for the final animation.

OVERVIEW

Animate It is an exercise in co-creation. Participants will work jointly to produce a piece of graphic design. Each student will create a short, type-driven two-second animation on the subject of HACK. Each animation will focus on one letter of the word HACK. You will be encouraged to look at and feed off the work of your classmates, but you will make your own modules in teams of two/three. The Instructors will work to assemble these modules into a master motion graphic of the word HACK.

OBJECTIVES

- Introduce co-creation and modular design structures
- Explore the communicative properties of motion
- Build on the skills developed in Project One and Two to incorporate type into composition
- Experience a narrative unfolding across time and space through hands-on practice

OUTCOMES

- Familiarity with a modular, participatory design process.
- Learn basic steps for using at stop motion app to create an animation.
- Understand the relationship between narrative and motion.

PROCESS

Project Ideation: In small groups, consider ideas for communicating the concept of HACK. Think about what it means to HACK: personally, virtually, physically, metaphorically. Use concept mapping and sketching. Look through the supplied objects and consider further the concept of HACKing. Be ready to discuss objects and concept mapping with the class.

Storyboards: Working in teams of two or three sketch out storyboards using the templates or index cards to think about the sequence that you want to animate. Remember: storyboards should not represent every frame in the animation. You only need to represent key moments in your storyboards. Each storyboard/animation **should begin and end with your assigned letterform** in the same place. (see example of LINKED animation: <https://vimeo.com/11199276>).

Once you have an idea that you think is worth exploring, begin photographing images using NFB StopMo Studio. Use the large laser cut letters or fill in the outlined templates to begin and end with your assigned letter. Be sure to work only in the live area indicated for your letterform. Don't worry if your letter looks backwards in the playback. Each clip can be flipped later. Instructors will circulate to provide feedback.

Animation: If you like the direction that your clip is going, go ahead and shoot all 60 images. View after each photographing session, make changes, and then shoot again until you have a sequence that you are happy with. If you have time you can shoot additional animation sequences. Remember,

however, that we can only use an even number of clips in the final animation.

Critique/Discussion: After a half hour of build time, we will crit/discuss your clips and provide feedback as a class.

Compilation: Revise animations based on on critique feedback. When finished, Airdrop your clips to the instructor. Be sure they are the correct length. Instructors will compile the clips into one group animation. Be sure to label your file correctly: "L_ArmstrongSmith.mov" [letter]_[yourlastnames].mov

Specs:

—Set NFB StopMo Studio to auto take every 10 seconds

—Take 60 images.

—For the final animation, we will set the frame rate at 30 frames a minute.
Your final animation will be two minutes long.