

Jennifer Seward

Loops & Countdown Motion Graphic

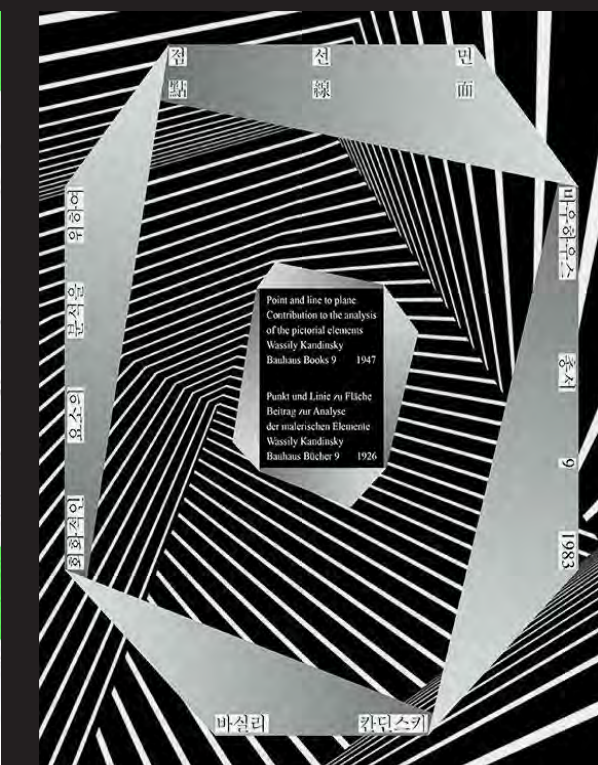
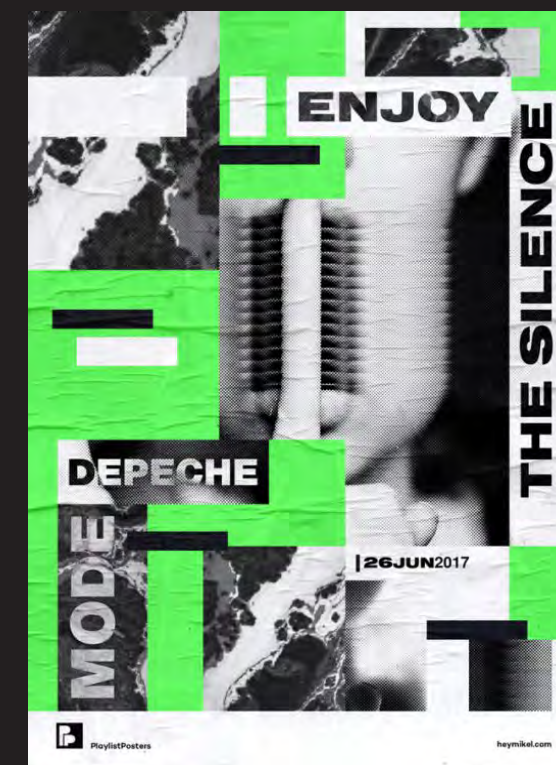
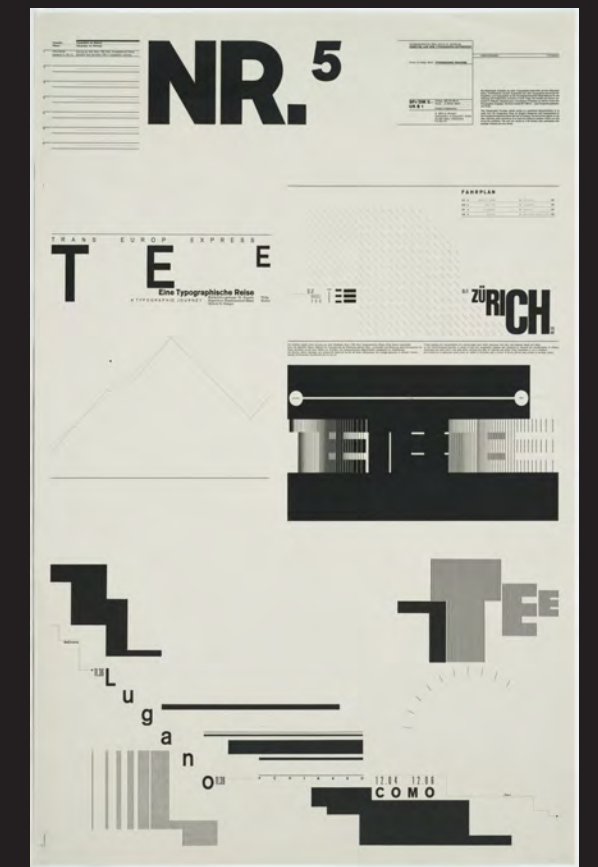
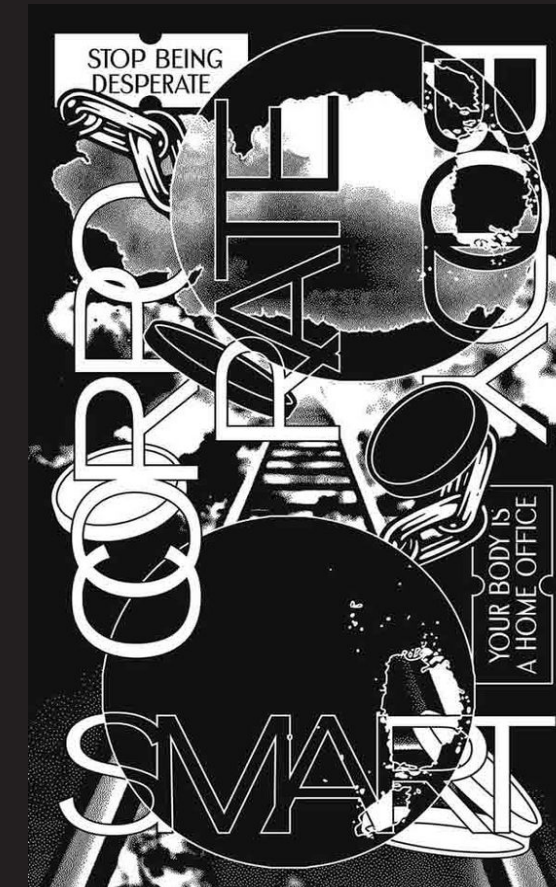
CREATE Conference Intro Graphic

Concept 1: Swiss Punk-ish

According to Wolfgang Weingart, "I took 'Swiss Typography' as my starting point, but then I blew it apart." I like this idea as a starting point for a creativity conference.

Exploration, innovation, play, creativity, motion, emotion; words like these could be incorporated into and interwoven into looping layers of shapes, images, and footage.

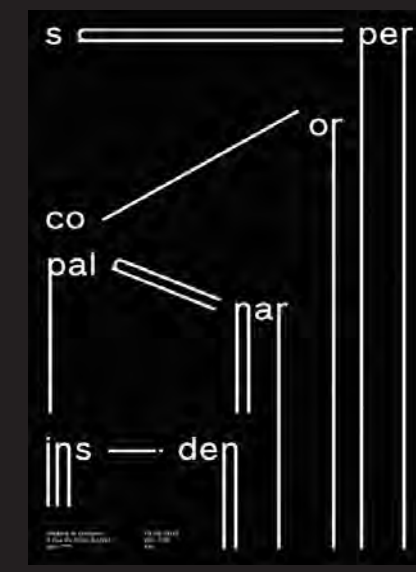
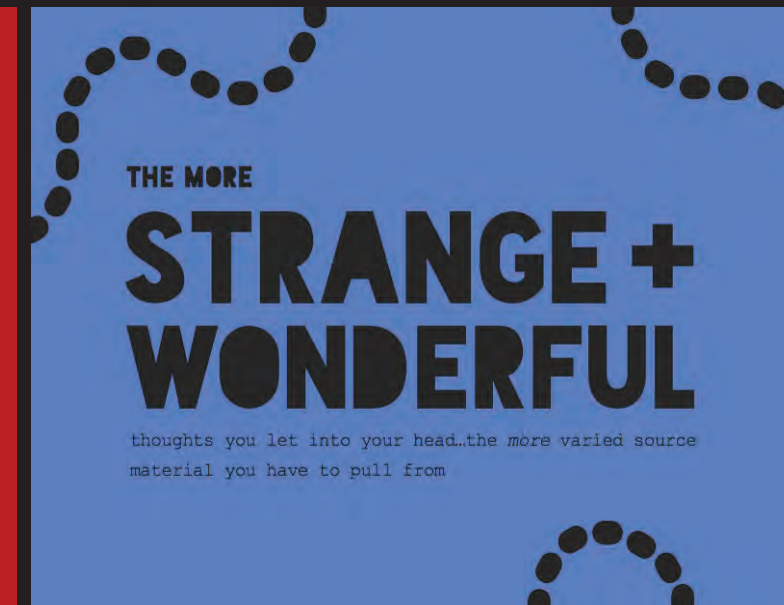
This same treatment and type play would be fun to work into a count-down sequence as well.



Concept 2: Creativity Quotes

Animated type experiments using quotes about creativity and making things.

This same type play would be incorporated into a countdown sequence as well.

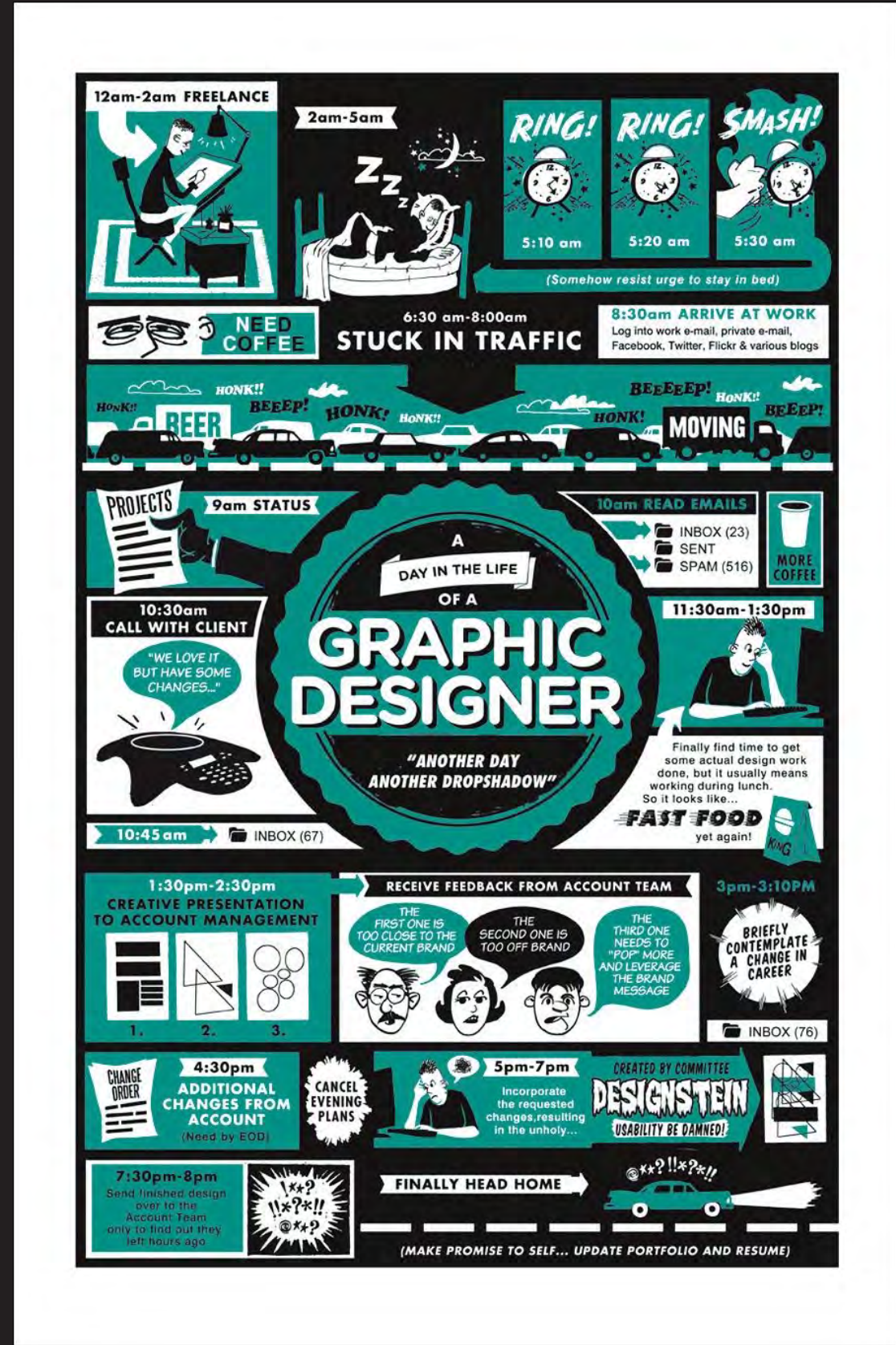


Concept 3: Day in the Life of...

Humorous, animated take on a day in the life of a graphic designer, freelancer, and/or professional artist.

With images, video, and quotes popping in and out.

The countdown could be a deadline countdown.



loops & countdowns

Project Description:

Create two animations: one around the concept of loop and the other exploring the concept of a countdown. Create a type-based animation that is driven by written language. The other animation may combine type, image, and footage.

Project Proposal:

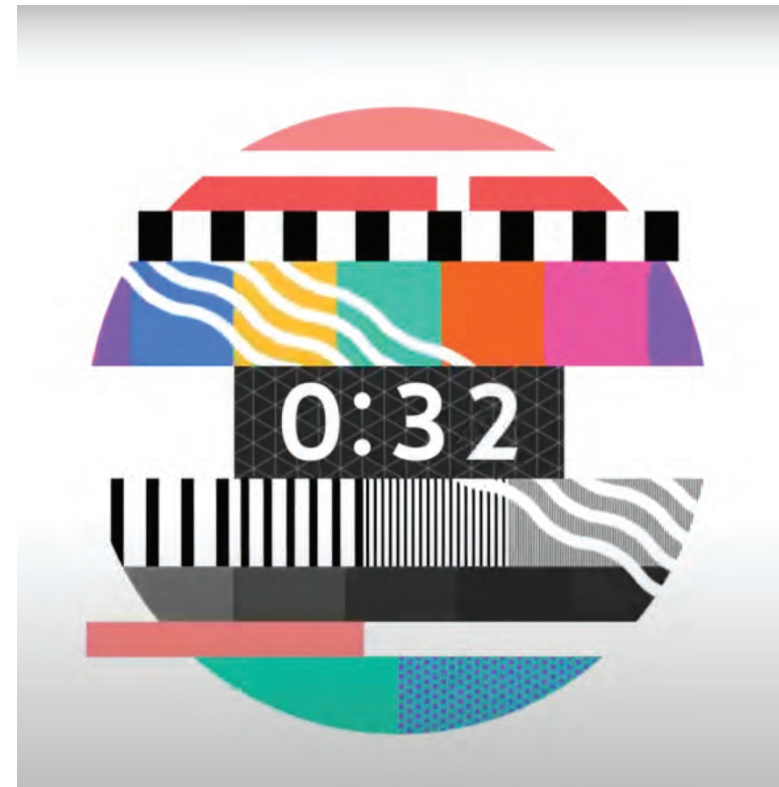
NPC Create Conference
Pre-Conference Intro Animation Loop
and Session Countdown

National Park College will host an art and design conference to bring together local artists, designers, illustrators, and college faculty to share their experience and wisdom with local high school and college students.

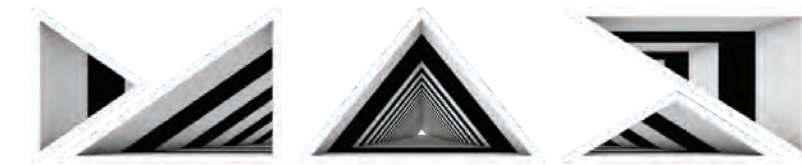
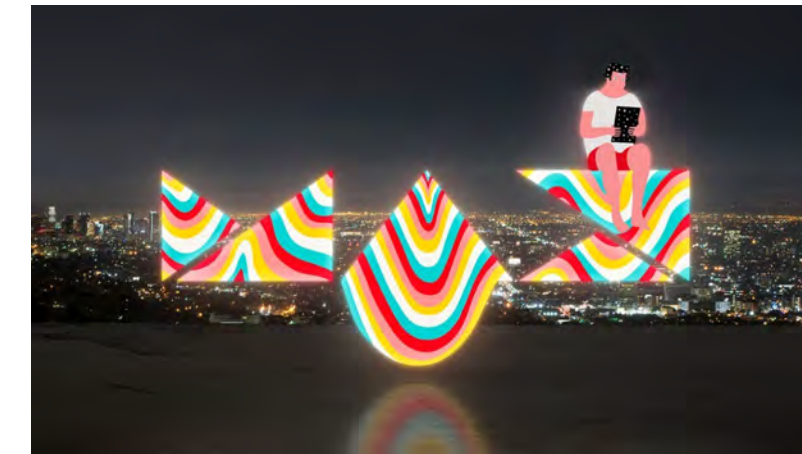
This project will incorporate typography, image, and video footage to serve as a recruitment tool as well as an interest piece to play while attendees are waiting between speaker sessions.



Inspiration:



Countdown inspiration:
Google space walk countdown
module on YouTube.



Loop inspiration:
Adobe Max animations and graphics.

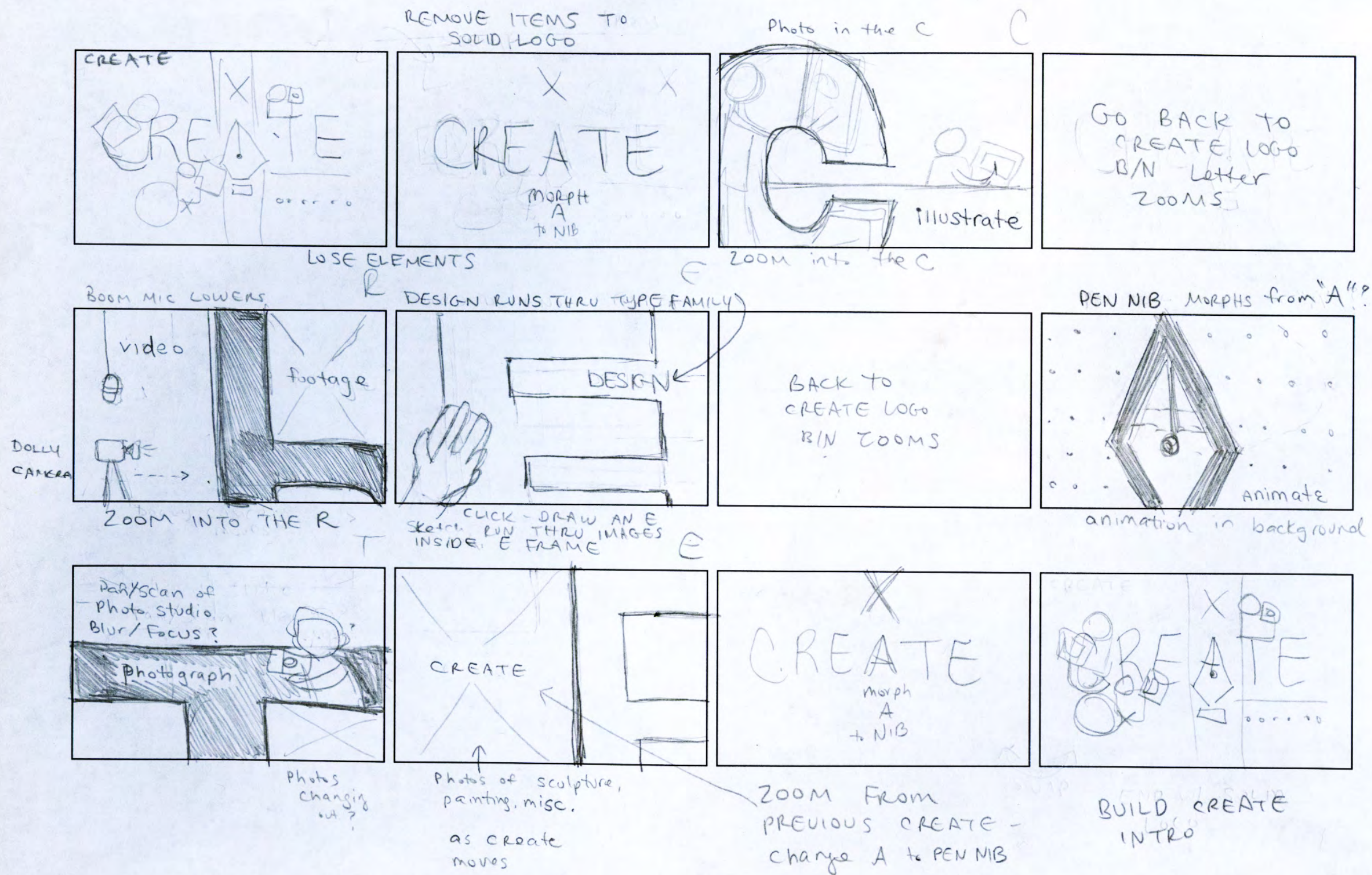
Loop Animation Chosen Direction

This is a combination of the first and last proposed concepts. I really liked the cut and paste aesthetic of the 3rd concept and combined this idea with the more promotional idea of the first concept.

This animation could work as both an interesting animation break between speakers at the conference, but also as a promotional piece for the art and design program at National Park College.

The aesthetic would be similar to the style of the countdown using black and white photography, footage, and typography but blended with geometric shapes presented in the NPC color palette.

LOOP



Loop Animation
Style Frame

