

Creative Thinking, Motion Typography

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This project has been interesting as it has provided us with a different challenge. It highlighted the deficiencies within my own knowledge of the use of Flash in terms of animation and it also caused me great annoyance with the over emphasis of directing us towards literally putting pen to paper.

I had never encountered motion typography before we started this project so I started researching it online, looking at various examples. The majority of examples I found were very similar to each other and left me with a desire to approach the project from a different angle.

I soon realised I wanted to give my typography a distinct background with a meaning that was relative to the context of my piece.

I decided to use the song 'Lonely Road of Faith' by Kid Rock and out of my development ideas the themes of dusty desert roads with tumble weeds and religion stood out to me.

In my final piece I used a background that depicts a desert road with light beams coming out of the sky to give an impression of the light of god looking down from above. The typeface I chose reminded me of the tumble weeds from my idea.

I am not happy with my final piece as it does not represent the creative thoughts I desired to express, this is due to my lack of technical knowledge when it comes to animation.

I may also have overestimated the capabilities of the software as it seemed to struggle with the amount of detail within the font I used. When previewing my work the programme often ran slow with parts missing and it also crashed on a number of occasions. I could have chosen a simpler font to ease the technical problems but I decided to use my original choice for creative reasons, as it gave the piece the feel I was after.

The design process we were asked to follow was useful in terms of creativity and the development of ideas, although I do believe there was an over emphasis on having to actually write with a pen or draw with a pencil.

After a long discussion with my lecturer we agreed that as long as the process is followed and the development is logged appropriately, then the medium used is almost irrelevant as creativity comes from the mind not from the tools used to implement the ideas.

For this project I did use a pen and paper a lot but I did not feel comfortable with this and I may choose not to use that medium as much in the future, although I will follow the processes that were expressed to us.