Flash homework 3
Animation: Shape and Type

Typography is a visual element, pure in shape and form. Manipulation of this form can reinforce its meaning or desired message. Designers use words to reflect their ideas or to amplify the meaning of a concept.

Assignment:
Visually show the meaning of a word through an animation of simple shapes and typography (the word itself).

Requirements
Final animation:

        5-10 second animation

        Sound is optional

        Publish as .swf

        Stage size 550 x 400 pixels

Color: predominantly black and white, one extra color can be used for emphasis
Simple shapes with emphasis on typography
Use only one word (the one you are depicting)

Metaphor:
This is an assignment based on the comparison of two objects that are similar: thus, a metaphor. In metaphors, a vivid picture is created with a few key words. Metaphors are more efficient and economical than ordinary language; they give maximum meaning with a minimum of words.

By writing "my room is a prison," you may suggest that you feel like you were placed in a solitary, you were fed bad food, you were denied life's pleasures, your room was poorly lit and cramped — and a hundred other things that would probably take several pages if you tried to write them all. (owl online learning)

Think of poetry or really good movies here. Those art forms that catch you off guard and seem incredibly profound, funny or momentous.

Steps

1. So where do we go? Start with a word, write it down. Write another word. Look for words that are verbs, adjectives and adverbs. You want a word that describes action or a state of an object. The word you choose will be your object and the way in which the word is handled on the page will be your metaphor.

2. Try to define a specific meaning of a word, think of a metaphor that would give an insight to the meaning of this word. Mind-mapping technique can help you generate ideas.

For example, I pick the word Obligations. Now I start writing words that come to my mind when I think of Obligations. Burden, necessary, society, heavy.... You can also look up if there are any existing metaphors for your word. They pick one of the words. I pick Heavy.

3. Try to visually express your word through visually depicting the metaphor. So using the example from above, I would try to depict my Obligations as being heavy by shapes (I could use the letters themselves) trying to move in a line but falling down because of the heavy burden they are carrying.

3. Create a very simple storyboard.

4. Translate storyboards into digital form

5. Due Nov 3 at the beginning of class.