PROJECT 1 – Making a Lower Third

**What is a Lower Third?**
Lower thirds, also known as lower third titles, are a graphic overlay that appears in the lower-third area of a video screen, hence the name. Motion graphic designers and editors use lower thirds in video and film creation to deliver information to the audience.

>> To Learn More: https://www.studiobinder.com/blog/what-is-a-lower-third/

Directions
In **Adobe Illustrator**, open a new document (from the Film & Video Tab) set at 1920 x 1080 pixels (HDTV 16:9) using the RGB Color Model.
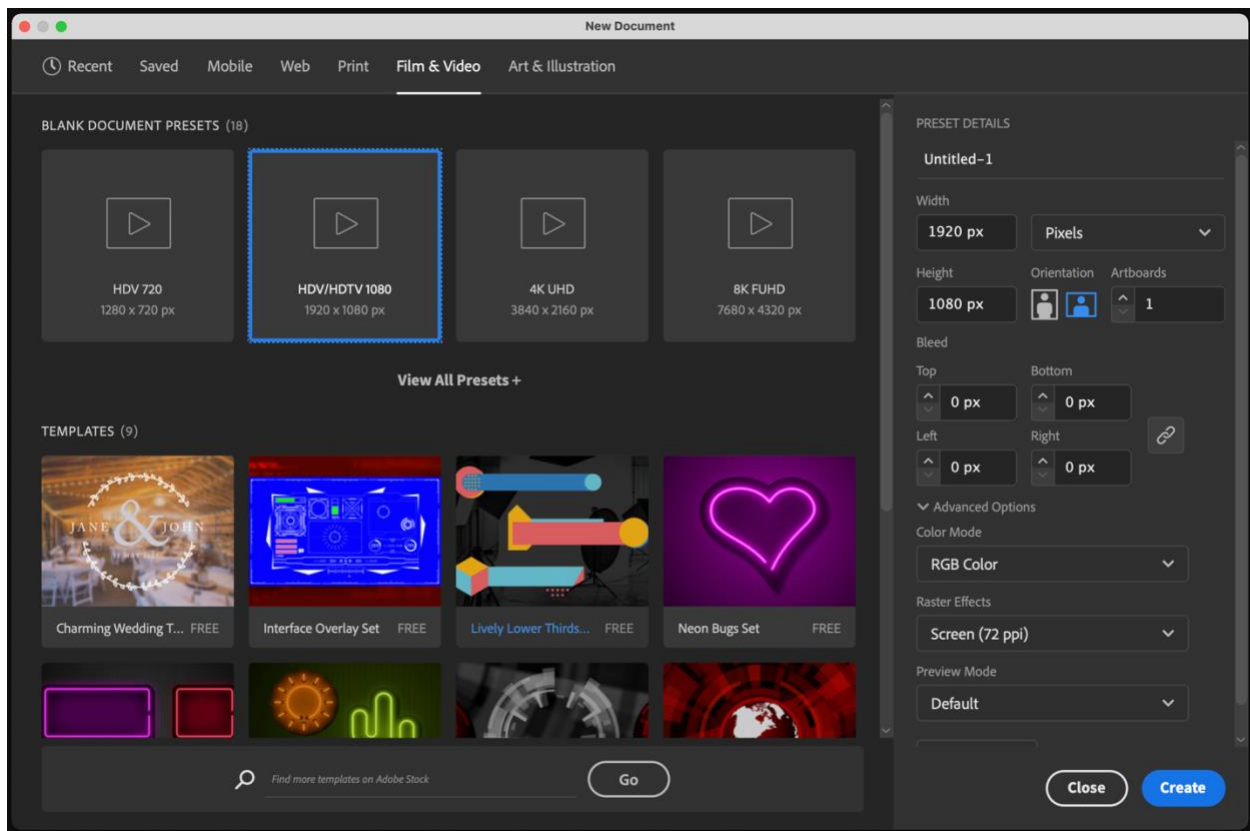

>> Save your document as *YourLastName_PROJECT 1_Production*

You'll notice that the workspace looks a bit different than you're used to. Let's take a look **>>**

The Film & Video Workspace

You may think that the Film & Video Workspace in Adobe Illustrator is vastly different than the standard artboard you are used to. While it does look very different, rest assured that it functions the same. That said, there are a few key areas to be aware of.
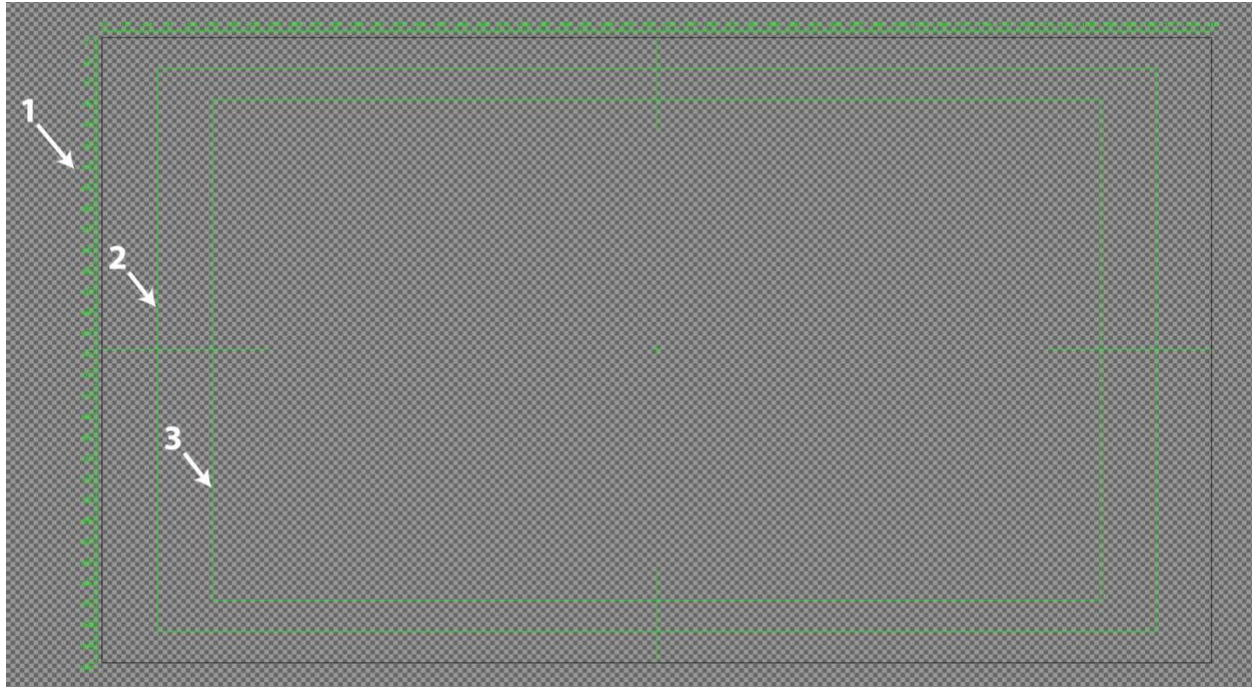
You will immediately notice that there is no digital representation of a *piece of paper* (the artboard). This is because we are designing for the screen, so the paper analogy makes no sense here.

Instead, you will see the overall grey-on-grey grid pattern which your Photoshop experience should tell you means *transparency* or endless amounts of air.

Next, you will see various lines and numbers presented in a very bright, lime green color. In the center of the space and subdividing the horizontal and vertical edges, you will see marks (a cross and lines, respectively) which tell you where the *center* of everything is.

Lastly, there are three rectangles that radiate inward that define the space as follows:

1) Ruler in pixels. This shows the edge of the artboard and will appear and disappear depending on where you are clicking.

2) This line denotes the "safe space" for content. Any items you place outside this border may be cut off on some TVs, web browsers, iPads, etc.

3) This line denotes the "area of focus" and could be considered the really safe space. It is best to keep typography within this area to ensure that it is read.

Design Your Lower Third Graphics
Still in Adobe Illustrator, you are going to design the graphics and typography for your lower third treatment. We are creating a vector design here, so no photography.

Note that whether you are using shapes, lines, or type, each individual element must live on its own layer. If elements must stick together, group them and have them on one layer. Be sure to create new layers for each and name them. Essentially, treat the Layers Pallet in Illustrator as you would in Photoshop.

Theme: You will be designing your lower third for one of the following scenarios. These can be for real or fictitious people/events. <u>Be creative</u> :

• A YouTuber's show
• A local or national newscast
• A presenter at an online conference or event
• A streamer on Twitch
• A "talking head" segment of a sports program

Typographically, you must include:

1) the person's name
2) their title or something about them
3) one line of secondary information

Your overall design must be designed well, following good design practices (composition, color, type, hierarchy, etc.) <u>Make sure your design makes sense for the scenario you are designing for</u>.
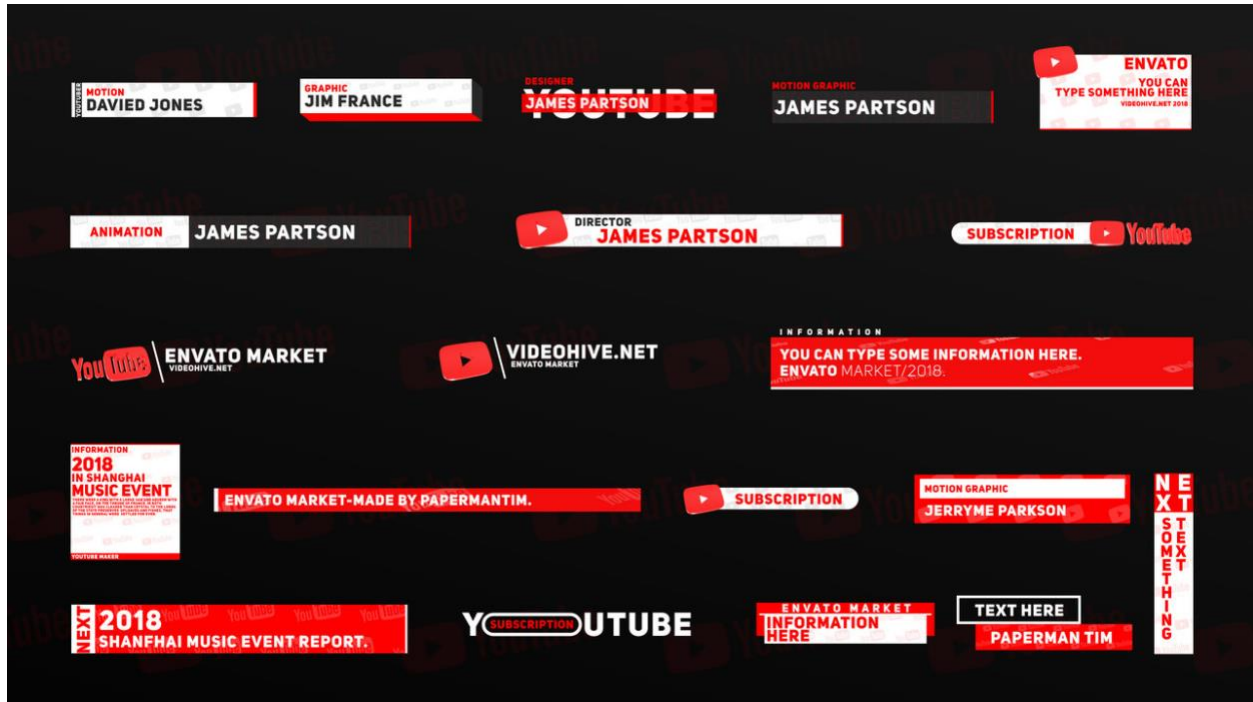
Import Your Lower Third Graphics into Adobe After Effects
Open up Adobe After Effects and click "New Project" from the welcome screen. Next, click "New Composition". In the "Composition Settings" pop-up, name your new composition *YourLastName_PROJECT 1*. Choose the Preset of "HDTV 1080 25". Click "OK".
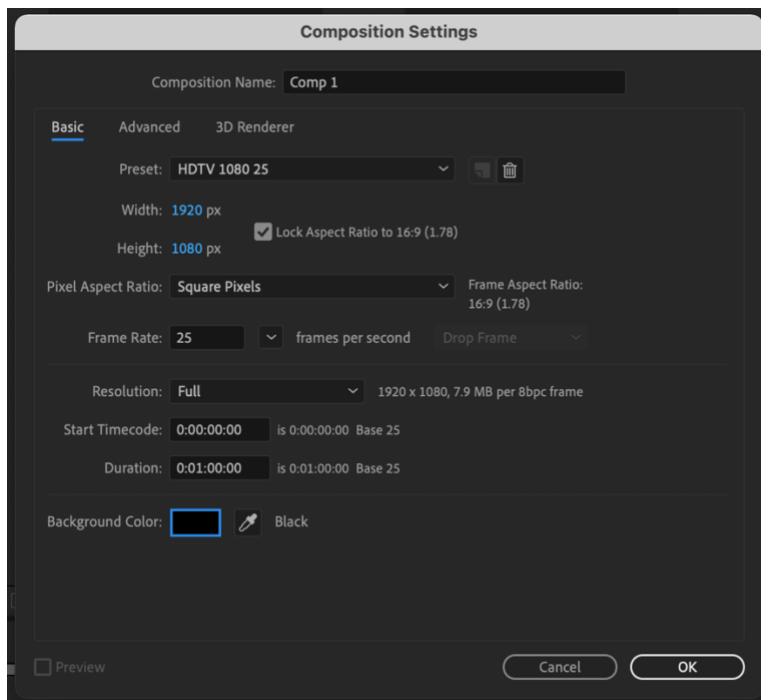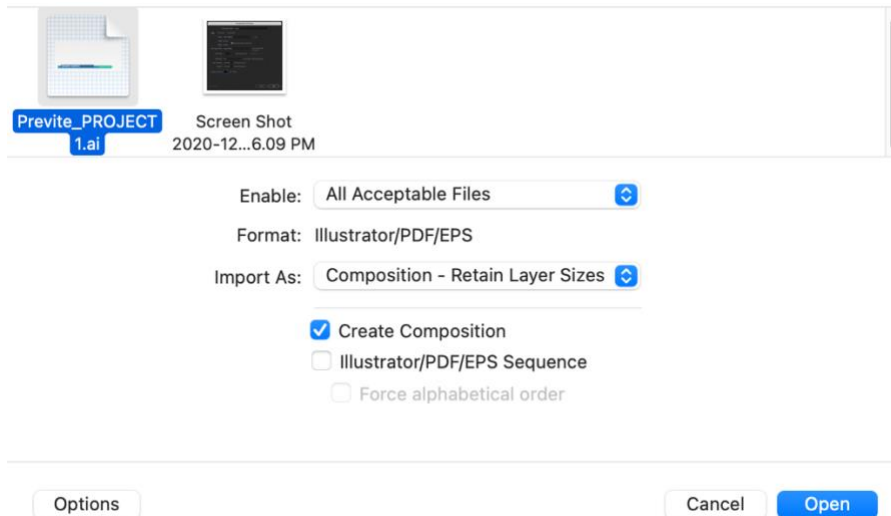
Now we will be moving the elements **from your Adobe Illustrator file into your After Effects file**.

Go to File > Import > File…

Navigate to your Adobe Illustrator file. Set "Enable" to " All Acceptable Files" and "Import As" to "Composition – Retain Layer Sizes". Be sure to check off "Create Composition". Click "Open".

You will see that your entire Illustrator file has become a new composition in your project *and* a collection of layers in a folder – just as you designed them in Illustrator. Double-click the new composition in the media files to see it appear in the workspace.

Animate Your Lower Third
Focusing on the timeline layers in AE, and using the skills you have gained thus far, you are going to animate the elements of your lower third so that they appear on the screen in time-based and engaging fashion.

Extra Credit Options (+5 points each)
- Add in a background photographic or video layer to show who or what the lower third would be over.
- Animate some of the elements using Effects & Presets or Layer Transformations
- Add music to your lower third presentation

Deliverables
1. Adobe Illustrator file (draft)
2. Adobe After Effects file (final)
3. Publish to YouTube (end of semester)

PROJECT 2 – Making a Lyric Video

What is a Lyric Video?
If you have a favorite song, chances are someone has done a lyric video for it. You've probably seen them; cool and creative typography moving to the words and beats. Music publishers like these videos because they are quick to make and normally with less cost than the average music video production.

"Music videos" have been an integral part of the music industry since the television became a household item in the 1950s. Since the birth of MTV in the 80s, music videos became cinematic, about grandeur and symbolic storytelling. Some believe Prince's 1987 video "Sign of the Times" was really the first lyric-style-video in the mainstream world. In the 2010s, we saw this style of music video become a trend with the rise of video sharing sites. Lyric videos have come a long way since then. Just take a look at the Weird Al Yankovich lyric video mocking the song "Blurred Lines".

If you have never seen a lyric video, it's exactly what it sounds like. For the duration of the song, the lyrics appear on the screen, over some evocative or appropriate imagery (photography and/or video), typically in an animated fashion. Lyric videos are commonly created using Adobe After Effects.

>> To Learn More: https://photography.tutsplus.com/tutorials/how-to-create-a-lyric-video-in-after-effects--cms-35022

Directions
Choose a song you like.

Note that to add music to After Effects, you have to have the actual digital file on your computer. As such, your Spotify or Apple Music collection will not really work. There are a few ways around this, so if you can figure that out, you are welcome to use a song from your personal collection.

Otherwise, choose a song from one of the following, royalty-free locations:

https://www.joshwoodward.com/
http://dig.ccmixter.org/free
https://freemusicarchive.org/home
http://magnatune.com/genres/

Set Up Your After Effects Project
Open up Adobe After Effects and click "New Project" from the welcome screen. Next, click "New Composition". In the "Composition Settings" pop-up, name your new composition *YourLastName_PROJECT 2*. Choose the Preset of "HDTV 1080 25". Click "OK".

Drag your song file into the media window in After Effects. Once set, you can drag it onto the composition workspace, and it will appear as a layer in the timeline. Be sure to save your work.
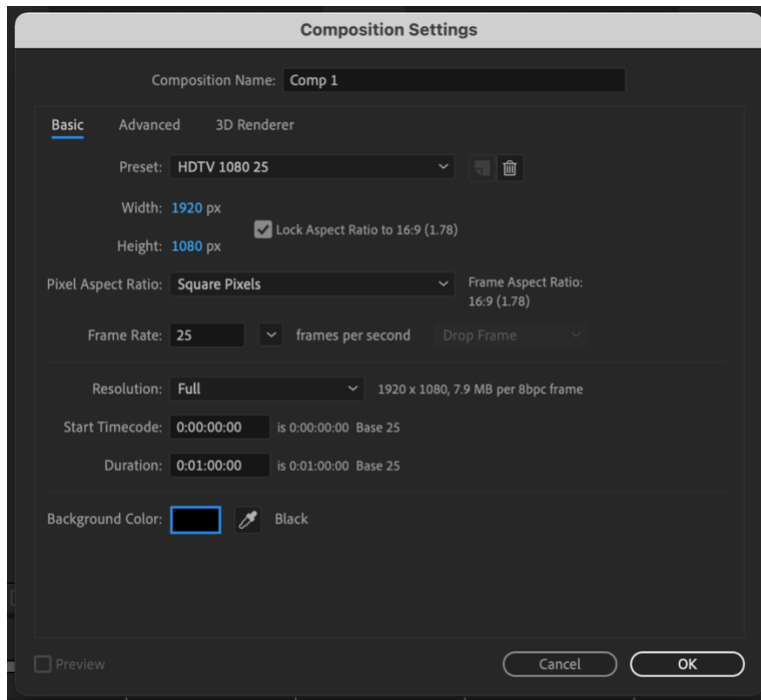
Brainstorming and Imagery

With your song in place, and your project saved, it's time to hunt for engaging imagery (still photography and/or video). Be sure to listen to your song multiple times. Become familiar with it and start brainstorming ideas for the visuals for your video. What do you imagine? What does it remind you of? What type of imagery feels appropriate to you? (maybe take some notes).

Next, hop on over to Unsplash, Pexels, and Pixabay to hunt for free-to-use photography (all of them) and video clips (Pixabay). Download more than you think you need and organize them nicely in a folder.

Start Designing in After Effects

Drag your photos/videos into the media window for easy access. You can always delete the ones you don't use later. Focusing on the timeline layers in AE, and using the skills you have gained thus far, you are going to design your Lyric Video by dragging in your imagery and adding typography. This will require a lot of patience, but the goal is to have the lines of type (or words) appear at the right time during the song. Timing takes patience.

>> Be sure to credit the musician of your song at the end.

Extra Credit (+10 points)

- Animate some of your typography using Effects & Presets or Layer Transformations

Deliverables

1. Adobe After Effects file (draft)
2. Adobe After Effects file (final)
3. Publish to YouTube (end of semester)

PROJECT 3 – Making a Title Sequence
(Genre Deconstruction & Reconstruction)

Read First:
Reimagined from "Message Design Course Project" by Stephen Goldstein.

Genre
The word '*genre*' is used to distinguish content by 'kind', 'category' or 'subject matter.' For example, popular film genres include action, adventure, crime, drama, comedy, horror, science fiction, and more. Genres in television are similar, but can also include soap operas, news shows, talk shows, or reality tv.

In visual art and design, genre will describe the subject matters of graphic design, painting, sculpture, photography, etc.

Sub-Genre
A '*sub-genre*' then is used to further define a genre. To fine tune or focus it. For example, sub genres in film, television and comics can include action/adventure/comedy, romantic adventures, buddy comedy, film noir, and many, many more.

Sub-genres in graphic design include poster design, book cover design, packaging design, identity/logotype design, web design, and typography. Sub-genres in painting can include still life or landscape, or art movements such as Impressionism, post impressionism, cubism, dada, or abstract expressionism.

Theme
A '*theme*' however is even more narrow. A theme speaks to a conversation, discourse – a discussion between the creator(s) and the audience.

In film and television, common themes include redemption, resurrection, prodigal son, transformation, vengeance, innocence, justice, and sacrifice (to name a few).

In graphic design a poster theme could include museum posters, film posters, or protest posters. A more general graphic design theme could be package design, or magazine editorial design. Themes can be found in advertising, fashion, and photography as well.

And, of course, a single piece of art or content can bridge or mash-up multiple genres, sub-genres, and/or themes.

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TITLE SEQUENCE PROJECT – Genre Deconstruction & Reconstruction

Theme: Classic Movies and Television Reimagined

About the Theme: Remakes are nothing new in Hollywood. There are dozens of them dating as far back as the 1930s. Currently, there are over 121 movie remakes and reboots in the works. On television, there seems to be a new remake almost monthly. Some fans will tell you that certain classics should never be remade…but we're gonna do it anyway.

STEP ONE
REIMAGINE A CLASSIC MOVIE or TELEVISION SHOW

Choose one of the classic movies or television shows below and reimagine it as a completely different genre & sub-genre (such as Action Movie, SciFi Thriller, or Horror Movie). Using the original synopsis as your guide, write a <u>1-page plot summary</u> of your newly imagined movie or TV show. For a better understanding, find and watch the movie or a couple episodes of the television show. The original title, character names, and basic premise should stay the same. Everything else is fair game.

TELEVISION
The Fugitive (1963-1967) – Action/Adventure [<u>LINK</u>]

Adam-12 (1968-1975) – Police Procedural [<u>LINK</u>]

Bewitched (1964-1972) – Fantasy/Comedy [<u>LINK</u>]

M*A*S*H (1972-1983) – Comedy/Drama/Historical Fiction [<u>LINK</u>]

MOVIES
Close Encounters of the Third Kind (1977) – Science Fiction [<u>LINK</u>]

Gloria (1980) – Crime Drama [<u>LINK</u>]

When Harry Met Sally (1989) – Romantic Comedy [<u>LINK</u>]

The Birdcage (1996) – Comedy [<u>LINK</u>]

>>   Go to http://www.filmsite.org/genres.html for a comprehensive list of genres and http://www.filmsite.org/subgenres2.html for a comprehensive list of sub-genres.

Reminder: Check out the <u>Class Writing Guidelines</u> before you begin writing.

STEP TWO
RESEARCH COLLECTION and PRESENTATION

Imagine that this new movie or TV show you have created is your client and you are being asked to create a title sequence for them. With your plot summary in hand, you are now to go about researching topics related to the film or show and collecting imagery, graphics, colors, type/fonts, music, sounds, and any other elements that could serve as inspiration for your title sequence or (after some artistic interpretation) be used in the actual title sequence.

But first, what is a title sequence?

Title Sequence
A title sequence (also called an opening sequence or intro) is the method by which films or television programs present their title, key production and cast members, utilizing conceptual visuals and sound. It typically includes (or begins) the text of the opening credits, and helps establish the setting and tone of the program. It may consist of live action, animation, music, still images, and/or graphics. In some films, the title sequence is preceded by a cold open.

Let's take a look at some:

Tv Show Opening Title Sequences | Compilation

Top 10 TV Show Title Sequence Intros

Marvel's Daredevil (2015-2018)

Catch Me If You Can (2002)

The Royal Tenenbaums (2001)

X Men: First Class (2011)

Cape Fear (1991)

A Collection of Movie Title Sequences

> **To learn more:** How to Make Your Own Title Sequence & The Theory Behind Them

A Word About Closing Credits
Typically, the closing credits appear in white lettering on a solid black background, featuring no sound effects or dialogue, only a musical background. Occasionally closing credits will divert from this standard form and include illustrations, extra scenes, bloopers, joke credits, or post-credits scenes.

To Do
You must research and collect as much collateral as you can to act as your inspiration and raw material for your upcoming title sequence. Again, this can be imagery, graphics, colors, type, music, sounds, and more.

Your research can be from anywhere, but be sure to site your sources using Citation Machine (http://www.citationmachine.net)

You can get open source photography from Unsplash (https://unsplash.com), Pexels (https://www.pexels.com) or Flickr (https://www.flickr.com) as well as images, vector graphics, and videos from Pixabay (https://pixabay.com).

You can find free use sounds from Audio Archive (https://archive.org/details/audio) and Free Sound (https://freesound.org)

You are, of course, encouraged to create your own collateral as well, from scratch. Now get collecting!

STEP TWO (cont.)
RESEARCH COLLECTION and PRESENTATION

With your collection of inspirational and useful visual and audio content in hand (or on disk), it is time to present your "mood board" and explain your choices.

Curate and collect some of your research into a basic presentation using **PowerPoint**, **Google Slides**, or **Keynote** that demonstrates and supports your answers to the following questions:

REMINDERS
1. Which classic movie or TV show did you choose?
2. Which new genre/sub-genre did you reimagine it as?

NEW IDEAS
3. What is/are the theme(s) of your newly imagined movie or show?
4. How do your image choices support your genre/sub-genre and theme(s)?
5. If you plan to use audio, what do you hope your audio choices will accomplish?
6. Do you have art/film styles in mind when thinking about your title sequence?
7. Anything else you'd like to tell us?

All presentations must be uploaded to Canvas.
• PowerPoint and Keynote presentations must be uploaded as complete files.
• Google Slides can be submitted via a MS Word Document with the public link on it.

STEP THREE

BUILD YOUR TITLE SEQUENCE (Storyboards and Draft)

Now that you have chosen and reimagined your classic movie or show AND you have learned a bit about title sequences AND you've collected some inspirational and useful visual and audio content…it's time to start planning and building the title sequence for your reimagined movie or show.

SPECS

Content
- Your title sequence must be a minimum of ten "states" or element transitions.
- It must include the name of the movie/show and the lead actors.
- You may also include other individuals and or organizations if you'd like.
- You may include photography, graphics, illustration, iconography, music, and or sound effects.

Design
- Primarily your title sequence must tell a story that is in keeping with and enhances your chosen movie, genre, and theme.
- You can choose any visual style that you feel is appropriate. You can pull this style from any visual art form, movement, or artist.
- Good typography and layout are expected, as is excellent craft.

Storyboards
- Following the guidelines from our **All About Storyboards**, you are to create a storyboard for your title sequence. You are welcome to share multiple iterations of your storyboard for draft critique.

Tools
You will build your title sequence in Adobe After Effects but are, of course, able to use Adobe PS and Ai to create and edit content as well as audio & video software (such as Adobe Premiere, Apple iMovie and Garage Band) to edit content too.

You are encouraged to incorporate the tools and techniques we have covered in class thus far, so long as they your overall intent and narrative.

STEP FOUR
EDIT YOUR TITLE SEQUENCE (Final)

By now you've received some thoughtful and constructive feedback from your professor as well as your classmates on your Storyboards and Title Sequence Draft. Whether it's your choice of font, handling of type, use of color, image or music choices, there's probably some revising and improving that can be done – and this is what we do in Step Four. Consider, Revise, Edit, Improve.

This process of critique, revision, and iteration is extremely common in the world of visual design. Whether you're working in television, art, movies, or design, multiple drafts (known as iterations) create opportunities for stakeholders (everyone involved in the project) to assess its progress, make suggestions, and help to ensure the best possible final product. In movies, dozens of people can be involved in this process. Meanwhile, even a lone landscape painter will likely show their sketches and early drafts to someone they trust for feedback.

Review all of the feedback you received, take some notes, and consider some of your own revisions you'd like to make. Now is also a great time to review the project specs to make sure you have covered all your bases. Here they are again:

SPECS

Content
- Your title sequence must be a minimum of ten "states" or element transitions.
- It must include the name of the movie/show and the lead actors.
- You may also include other individuals and or organizations if you'd like.
- You may include photography, graphics, illustration, iconography, music, and or sound effects.

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- You can choose any visual style that you feel is appropriate. You can pull this style from any visual art form, movement, or artist.
- Good typography and layout are expected, as is excellent craft.

Tools
You will build your title sequence in Adobe After Effects but are, of course, able to use Adobe PS and Ai to create and edit content as well as audio & video software (such as Adobe Premiere, Apple iMovie and Garage Band) to edit content too.

You are encouraged to incorporate the tools and techniques we have covered in class thus far, so long as they your overall intent and narrative.

Before you submit the final version of your Title Sequence, consider showing it again to some classmates and/or friends for some last-minute feedback.

All final Title Sequences <u>must</u> be uploaded to Canvas per our Final Submission and Presentation Guidelines.

PROJECT 4 – Making a Podcast

Now that you understand the history of podcasts and the story about the growth of this thrilling medium, it's time to get started on leaving your imprint on its future by creating your very own podcast.

Note that this is a semester-long project with six deliverables.

Overview of Steps and Deliverables

STEP ONE – Create your teams

Creating a brand-new podcast is a lot of work. As such, we will be working in teams of 2 or 3. Not only do many hands make lighter work, but collaboration helps to enrich the creative process. Plus, in the real world, even the most independent podcasts have multiple people involved to write, produce, promote, and be on-air talent. While your team won't be that big, you will have to play to your strengths, divide up the work, and successfully work together.

> **Deliverable:** List of team members and team name
> (MS Word, See Course Writing Guidelines)

STEP TWO – Decide what your podcast is about

Using the Research & Inquiry Process, you will choose and narrow the topic your podcast will be about.

Start by discussing with your team what topics interest you. Think about your hobbies and interests in and out of school. Next, conduct some *background research* and decide on an *inquiry question*.

> **Deliverable:** Your inquiry question
> (MS Word, See Course Writing Guidelines)

STEP THREE – Investigate your inspirations

Whether you are new to podcasts or you already have a list of favorites, we can learn a lot by selecting some episodes from a variety of well-produced podcasts, critically listening, and taking some notes. These efforts will help you decide on the content and tone of your podcast.

While you are welcome to seek out your own "mentor" podcasts, here are some suggestions (which you can find on Apple Podcasts, Spotify, Overcast and other apps):

Serial	Radiolab	Invisibilia	Hidden Brain
StoryCorps	The Moth	Revisionist History	This American Life
NPR Politics Podcast	99% Invisible	WTF	Wait, Wait, Don't Tell Me

Analyze your podcast choices by answering the following questions:

- What parts of the podcasts are interesting? Boring? Why?
- How is it structured? What do the creators do at the beginning, at the end, and during transitions?
- How do they build their story/narrative/argument?
- What is the main idea or insight that this podcast is illuminating? How does it make its point, if there is one? What rhetorical strategies does it use?
- What sound effects, music, and other tools does it use, and for what effect?
- What else do you notice?

> **Deliverable:**   Thoughtful and detailed answers to the above questions
(MS Word, See Course Writing Guidelines)

STEP FOUR – Collect your sources
Continuing with the FPU Research & Inquiry Process, you will dive deeper into your research (Secondary Source Research) and create an Annotated Bibliography for all of the content you will source for your podcast.

> **Deliverable:**   Annotated bibliography
(MS Word, See Course Writing Guidelines)

STEP FIVE – Pre-podcast content
It's time to write the script(s) for your podcast episode(s). You can choose to create one episode at 45 to 60 minutes *or* two episodes at 15 to 30 minutes each. Be sure to pick the format that will work best for the podcast you are working to create.

Additionally, your team will design the cover art for your podcast. Every good podcast needs some eye-catching cover art.

Links: How to Write a Podcast Script
Cover Art Specifications

> **Deliverable:**   Episode script(s) and cover art
(MS Word, See Course Writing Guidelines; Adobe Spark/Photoshop/Illustrator, .JPG or .PNG)

STEP SIX – Your podcast episode(s)
Finally, we have arrived at the main event – the recording, editing, and creation of your podcast episode(s). Be sure to review all of your deliverables up to this point so as to stay focused and on task.

Be sure to find a quiet place to record your vocal audio. Be patient – it may require multiple takes and will certainly require some editing. You are certainly encouraged to utilize the recording resources at the Fitzwater Center to create your podcast.

Your episode(s) must contain the following:
- An intro section that introduces the podcast and the episode
- Use of music in more than one place
- Use of sound fx in more than one place
- An "up next" or "closing statement" at the end of the episode(s)

You can create your episodes using either Apple Garageband or Anchor and make use of any of the other tools listed in our Tools, Tools, and More Tools document. Again, you are encouraged to utilize the recording resources at the Fitzwater Center to create your podcast.

You may submit your podcast and episode(s) for publication, if you would like, for extra credit.

Links: Garageband Tutorial One
Garageband Tutorial Two
Anchor Tutorial
How to Write Better Podcast Show Notes

> Deliverable: One episode (@45 to 60 minutes) *or* Two episodes (@15 to 30 minutes each)
and show notes
(Published to SoundCloud – MS Word, See Course Writing Guidelines)

Grading Checklist (Evidence of Following Directions) – 2pts each

- Does/Is the finished podcast…
    1. submitted to canvas properly?
    2. thoroughly address the stated inquiry question?
    3. include completed podcast artwork?
    4. published via soundcloud?
    5. include well-written show notes?
    6. an appropriate length [one 45 to 60 minute episode *or* two 15 to 30 minutes episodes)?
    7. include an intro section that introduces the podcast and the episode?
    8. use music in more than one place?
    9. use sound fx in more than one place?
    10. include an "up next" or "closing statement" at the end of the episode(s)