

CORE STUDIO: INTRO TIME-BASED MEDIA

BFA Design + Technology Program
CDT Department, Parsons The New School For Design
PUDT 1200.B (CRN# 2461)

Instructor: Michie Pagulayan
pagulayM@newschool.edu

SPRING 2009

FINAL PROJECT (Part I) (individual project – work alone)

Date: March 30, 2009

Homework Project: TITLE SEQUENCE

Objective: *The opening title sequence is the gateway into the world of the cinematic experience – use type, imagery, and sound to establish the relationship between the title sequence and the meaning of your film (final project).*

Assignment:

- This is the title sequence of your 5 minute film (final project)
- Set the tone, pace, and texture of the opening scene of the film
- Consider how typography can take an active role in the narrative of your title sequence (and in relation to your film)
- Choose a music bed that helps mimic the rhythm of your film
- Consider movement, colors, texture, layering, etc.
- Credit sources in your film credits
- You can use Photoshop/Illustrator to create your graphic elements and make sure it is in a 720x480px format (72dpi) export as .tiff files
- Add a title card at the beginning with: the film title, your name (creator), date, genre - then 2 seconds of black
- Your project will be judged on:
 - Originality/creativity of concept
 - Successful use of imagery, text and sound to communicate the narrative
 - Inventive use of typography as an expressive element in the animation
 - Composition through time
 - Strong visual and emotional impact
 - Interaction between visuals (animation) and sound
 - Appropriate selection or creation of visuals
 - Appropriate/creative use of animation & effects
 - Craftsmanship is important, but design and concept will be emphasized (you will not be graded on computer skills alone)
- **Duration:** minimum of 30 seconds
- **Format:** 720x480 pixels, .mov (Quicktime movie file – include slate), and run at a rate of 29.97 fps (frames per second)

***DUE DATES:**

- **April 13, 2009 (Monday)** – *concept written as a project proposal, treatment, preliminary sketches, references/precedence*
- **April 15, 2009 (Wednesday)** – *Animatic due for class presentation*
- **April 20, 2009 (Monday)** – *work-in-progress (show how it fits into your final project - show opening scene in boards)*
- **April 22, 2009 (Wednesday)** – *in-class final critique of “Type in Motion” in class*