

Emily Daub

Kinetic Typography

Creative Brief

This project, as indicated by the title of the assignment is Kinetic Typography. Text moving across the page to words. The words chose for this project are those spoken by Tim Minchin as a preface to his song "The Fence." In the audio, he speaks of peoples inability to see things as more than black and white, to acknowledge nuance; a lack of duality or intellectual bilingualism.

I plan to exhibit this through using almost only pure black and white to represent the the contradiction illustrated by the speaker, Tim Minchin. In the motion of the text, I plan to use a mix of striking and streaming lettering. Much of the time, the speak speaks quickly, and without much inflection to distinguish the words, except when it is done to make a point. So when Minchin speaks many words at once, they will stream onto the page on top of one of each other ("if, if you read the tabloid press..."), only to be punched or pushed out of the way by the words that hold more weight, or have great inflection ("You will live forever!" "Everything is Chemicals!").

I will use the motion of the text to create the striking and streaming effect. To make the striking text, the words will come in in very, bold large font, and some will shake: as if they were large rocks dropped on to your screen. The streaming text will appear with quickly, letter by letter, alternatingly being dragged quickly on to the page of being typed on to the page letter by letter. Occasional black or white geometric shapes will appear on the page to occupy half of the screen to continue to show the balance between black and white.

Overall, the use of motion will serve to emphasize Tim Minchin's perspective that in order to make more sense, we need to realize that all thing are not just one thing; generalization is ignorant.