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Motion, Hales
Explainer Creative Brief: 3D Printer

For this project I will be explaining how 3D printers work. I will communicate what extrusion based 3D printers do, how they work, what they can and can't do, and the future of 3D printing technology.

First I will use kinetic typography to show the watcher what a 3D printer is, and how it is different from other additive processes, and what makes an extrusion 3D printer different then a laser or resin 3D printer. I will then transition to building a 3D printer from the extrusion head, giving examples of different types of filament that can be used from 3D printers. I will then show how a model is transferred form the computer to the printer, and then show the printer extruding the item in layers illustrating different kinds of support structure and brim structure and the standards used for personal printers. I will then talk about what kinds of things 3D printers are great for, and what needs to be developed more before we are ready to do. I will then give examples of some of the emerging technologies and materials in 3D printing.

The main techniques I will be using in this project is kinetic typography and the motion of simple, flat, brightly colored, shapes that make up the parts of the 3D printer. I will voice over the information provided so as to better communicate the information being presented. The tone will be cheery and hopeful and paired with upbeat background music to instill a inspire a sense of hope and wonder in those watching.