

O2 LETTER.TIME

FOR THE PAST WEEK, YOU HAVE EXPLORED THE MANY FORMS YOUR LETTER CAN TAKE in three dimensions. With discrete objects you have brought your letter to life in the imagination of a viewer. Perhaps you gave your letter the hint of a narrative by placing it in a setting that seems to be part of a larger story. You may have instilled a sense of wonder, delight (or disgust) by making it with materials that provoked a strong sensation. ¶ For this final study of your letter's form, add the fourth dimension of time to your creative inquiry. By now, you should have an intimate knowledge of your letter's structure. Design a situation for this structure to change over time. Build upon what you have discovered so far. You can work with narrative, form or a combination of the two. Make your letter in a way you already have or try something new. Whatever you do, use time as a critical element in your letter's transformation.

PROCESS

Play first. Experiment with different ways of creating your letter. You're only making one letter this time so give the composition, materials, background, etc. careful scrutiny. Everything in this short movie should be considered. Spend some time playing with ways your letter can change over time. Once you have a promising idea, take a series of photographs of your letter's transformation. Use a tripod or brace your camera so your letter will be the only thing moving. Use a self-timer whenever possible.

You'll ultimately need a fifteen second movie at 15 frames per second. This means you'll need 225 pictures to create your movie. Before you get too far along in the process, do a rough sketch of your movie by taking 5–10 pictures of your letter changing at regular intervals and view these images in sequence. Evaluate these images, looking at the pacing, composition, exposure, etc. Make modifications and repeat as necessary.

Once you're confident that you have a good direction, animate your letter by making small changes to it. Once your letter completed its transformation, download the pictures and put the image sequence in a folder.

Make a backup copy of your original images and use Photoshop to resize your images to 600 pixels wide. Determine the height for 600 wide using Image > Image Size, then use File > Scripts > Image Processor to resize them automatically.

Once your images are sized, open QuickTime and go to File > Open Image Sequence... Select the first image in your folder, click Open and specify a frame rate of 15 frames per second. Once the movie is made, play it to see how it looks. If you're happy with it, save it as a self-contained movie. Then save it as a movie (MOV). Watch the movie a couple of times and if you're not happy with the playback, you may want to reshoot some (or all) of your image sequence.

SPECIFICATIONS

MOVIE LENGTH	At least fifteen seconds. You can go longer if needed.
FRAME SIZE	600 pixels wide. The height will depend on your camera. Keep width and height in proportion.
FRAME RATE	15 frames per second

- ▶ Save your movie on CD/DVD, place it in a case or sleeve. CD/DVDs not in a case or sleeve will not be accepted.
- ▶ Place written reflection and CD/DVD in a 10" x 13" envelope marked with your name and the name of this assignment.

REFLECTION*

- ▶ Write responses to the following: What went well with this assignment? What did not go well? What would you do differently if you could do this assignment again? Describe the process you took to create this movie.
- ▶ Type your reflection using a word processor. Carefully proofread it and put your name on your paper.

PROCESS DOCUMENTATION

- ▶ Include *all* of your process images in a separate folder on the CD/DVD.

SCHEDULE

MONDAY, 1.30	Letter.Time. Critique of one letter made from <i>materials</i> or a <i>process that changes over time</i> . For critique, bring your movie on disc and place it on the art server prior to the start of class.
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EVALUATION

This assignment will be evaluated on a numerical scale using the following criteria:

40%	CREATIVITY
40%	Letterform Design & Background. <i>How imaginative and memorable is the design of your letter? Do the materials used to make the letter reinforce or support its design? Is the design of the space surrounding the letters as carefully considered as the design of the letter itself?</i>
25%	Concept. <i>Is there a conceptual basis for the transformation of the letter?</i>
25%	Timing/Pacing. <i>Is the use of time carefully considered? Is the movie too fast? Too slow? Or just right?</i>
10%	Framing /Composition. <i>Is the letter well placed within the image frame?</i>
100%	Total Creativity

35%	CRAFT
70%	Movement. <i>Is there excessive movement or camera shake in the image sequence?</i>
30%	Focus/Proportion. <i>Are individual images in focus? In proportion?</i>
100%	Total Craft

25%	PROCESS
75%	Depth of Creative Search. <i>Did you try multiple designs of your letterform before choosing the final one? Did you explore the use of different materials? Did you make numerous rough cuts of your image sequence?</i>
25%	Written Reflection.* <i>Is the writing a thoughtful and insightful response to the assignment? Is the writing clear and free of errors? Did you answer all of the questions?</i>
100%	Total Process

100%	PROJECT TOTAL
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3 = EXCELLENT. Work meets/exceeds the requirements of the assignment. It has superb formal mediation and impeccable craft. Ideas are original, thoughtful and imaginative. Writing is complete and free of spelling, grammar and punctuation errors.

2 = SATISFACTORY. Work fulfills the requirements of the assignment, but does not demonstrate the additional effort needed to excel. It lacks thoughtful, original or imaginative resolution or attention to detail and craft.

1 = UNACCEPTABLE. Work shows no understanding of the assignment. It shows a lack of understanding of design principles and poor craft.

* If you do not write a reflection for every project, your final letter grade will drop by one letter grade.