

Most people have had the experience of losing themselves in a film but probably haven't given much thought to the transition we go through mentally and emotionally as we move from reality to fantasy. Film titles help to create this transition. The attention narrows, the "self" slips away, and the film washes over the senses. Film titles set the dramatic stage; they tune our emotions to the proper pitch so that we enter into the humor, mystery, or pathos of a film with hardly a blink.

ASSIGNMENT

Create a 60-90 sec title sequence using video, text, image and sound. Include typographic gestures: in-camera effects and/or digital type. Primary audio and rhetorical sounds for emphasis, and self-authored video/photography.

PROCESS

STEP 1 - CHOOSE A FILM (or show)

Choose a film/show that is interesting to you and you are intimately familiar with. Do not pick one that has a designed title sequence already. Try to pick a film/show you can sink your teeth into, dive deep into the plot, into the characters, into the settings, all of which can add to the potential of an interesting concept.

STEP 2 WRITE / INITIAL RESPONSE

Write a 2 paragraph plot summation. Please do not copy/paste, and give credit to any source.

STEP 3 RESEARCH + MIND MAP

Research EVERY aspect of your film. Watch and re-watch your film. Read about it online and offline. Watch any (DVD) extras or bonus features. Listen to the directors commentary if available. The more you know about your film the better.

Using the questions below as a guide, create a mind map on a large scroll paper. Your mind map is your research made visual through words, phrases, drawings and images (screen grabs from the film and/or shot images and/or found images.) Do your best to answer all of the following questions in the research. Note: you are not limited to this list and may go beyond the suggested questions.

- + What is the plot synopsis?
- + Who are the main characters?
- + Is there a prevailing message throughout the film?
- + What is the setting?
- + What is the mood of the film?
- + Does the film have a historical context and/or relevance?

Describe the visuals in the film. This includes the framing of elements in the film, the overall compositions and the cinematography. Considerations include unique editing, technologies, storytelling, or narrative devices used in the making of the film.

What use of metaphor/symbolism is used in the film? How do the topics relate to contemporary culture? Do they relate to the past? Do they relate to the future?

STEP 4 - MOOD BOARD

Establish a mood. Develop a visual board that shows your translation from concept to form. Considerations include:

- + type: serif vs sans serif, font family, font pairings, etc.
- + color: use color to help communicate a mood or feeling
- + image/video: how do the various elements translate to image, video, camera angles, handheld vs. tripod?
- + action: how does your concept translate into speed/intensity
- + grid & composition: How will your elements work together.
- + sound: how do the various elements translate to the sound, music, sound effects, voice over

STEP 5 - STORYBOARD

A. ANALOG

Build your storyboard using thumbnail sketches like last project. Consider speed, space, and scale as you build your narrative arc. The number of frames correspond to the length of your project as well as the pace and amount of action. Be sure to include all significant or representative actions.

B. TRANSITION

Choose an audio track and/or voice over to help establish the pacing of your story. Use audio markers to identify key actions, sounds, or speech patterns to edit templates together.

C. ANIMATIC

Photograph your templates in sequence. Utilize your chosen audio to determine jump cuts. Export as movie and review for missing frames or gaps in the story. Revisit templates to make edits before you transition to a full digital storyboard.

D. DIGITAL

Transition to photoshop or illustrator to build your motion assets. Decisions should be based on your storyboard and mood board. The individual panels need to be designed and represent actual image compositions.

STEP 6 - MOTION SPRITES

Create a series of short (5) motion studies that illustrate your visual ideas/concepts. Choose a typeface(s) you will be using for your title sequence and how it will look as a credit in the sequence.

STEP 7 - ROUGH DRAFT

Render a full sequence of action that includes all type, video, and audio elements. Minimum credits should include:

Distribution Company Presents: Company X, Director, Prominent Actor 1, Actor 2, Actor 3, etc, Director of Photography, Music By, Producer(s), Executive Producer(s), Movie Title, etc.

Ideally, you should transition your title sequence into the first 5-7 seconds of the film. This is not required, but recommended.

STEP 8 - FINAL PRESENTATION

Take all the feedback received in class and make all needed changes to your movie. Change the type, the visuals, the video or audio as needed. Be ready to give a 20 second synopsis to the class on presentation day.