



# TYPOGRAPHY

**5th In-class  
exercise:  
Exploring  
Typography**

Our main foci for the in-class exercises is for introducing and exploring the fundamentals and conceptual of typography. Depending on the progress of the class, the number of assignments shall be changed or altered. Be advised that you need to work on the exercises outside of class periods as well.

## **Kinetic Typography**

**To understand and apply the effect time has on the expression of text via a smartphone app**



Source: <http://bgr.com/2013/11/12/vine-windows-phone-app/>

With so many unsolicited visual bombardments, typography must compete for our attention before it will be read. Although similar to typography, kinetic typography refers to the art and technique of expressing animated text by focusing on the effect time affecting it.

Using Vine (which is Instagram for video), it is essentially a stop motion animation app via your smartphone which gives you 7 seconds to film a short video clip. Inspired by Scatman John, the late scat singer, John Paul Larkin, who was known for his 1995 hit song "Scatman (Ski Ba Bop Ba Dop Bop)", we will animate the word "Ski Ba Bop Ba Dop Bop" using either the computer or handcrafted type to recreate the "flavor" of his music video with Vine.

To do so, we will "emulate" the grid used in the music video. As for colors, stay with black, white and grey scales and instead of images, you will use the word "Ski Ba Bop Ba Dop Bop" only. Keep the background simple so that your fonts can be better contrasted for a maximized visual effect. Vine automatically records sound so you may wish to include clips from the video or you may use your own voice. Have fun exploring your filmmaking side, add a hashtag #scatman followed by a description "IUSFineArts" and post your video when you are done.

Refer to the following website for guidance:

Cool samples of kinetic typography:

<http://designshack.net/articles/typography/kinetic-typography-an-introductory->

guide/

How to vine: <https://www.youtube.com/watch?v=fp3XkcSA9mc>

Scatman video: <https://www.youtube.com/watch?v=Hy8kmNEoIi8>

**Schedule:**

Mon 11/9 – 5<sup>th</sup> Exercise assigned. Work in class. Watch the video. Download the app to experiment in class.

Wed 11/11 – Work in class. Refinement. Critique. Finalize for Nov 16.

Mon 11/16 – 5<sup>th</sup> Exercise DUE. Don't forget your process notebook.