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Spring Quarter 2007  
Monday 1:00–5:18 pm

### **Project #1: Verbal / Visual Equations**

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<b>Objective</b>	<p>"Enabling words to mimic verbal meaning, visually and kinetically."</p> <p>Communicate meaning with motion. The action defines the message rather than composition, shape, color, type, etc. If the term were "horse," ask yourself, does it look like a horse or act like a horse? It may seem reasonable to warp the letters into the shape of a horse—but that's not the assignment. Your task is to use time to depict meaning.</p>
<b>Constraints</b>	<p>Only letterforms in the term may be used (no other shapes or graphics) The letterforms may be deconstructed and/or repeated Practice good typography—the term should appear as whole at some point in the sequence</p>
<b>Document</b>	<p>Macromedia Flash 8 (or acceptable alternative) 800 x 450 landscape 30 frames per second 10 seconds or a little more High contrast, black and white Simple sans serif: Helvetica, Univers, etc.</p>
<b>Deliverables</b>	<p>Research words and definitions (week 1) Flip book (week 2) Keyframes storyboard (week 3) Animation (week 4)</p>