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Spring Quarter 2006  
Monday 1:00–5:18pm

### ***Project #3: Hearing Type—Kinetic Typography Poster***

**Objective**

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"Integrating typography and image, with sound, moving in time and space."

Design and create the kinetic extension to the poster series. Beyond the traditional printed media, how can this information be conveyed to the viewer with a time-based medium? Time also allows for the sensory modality of sound—specifically music. How can the acoustical field be unified with the visual field? How is the style, mood and pacing affected by music?

**Constraints**

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Use the content from the poster series  
Musical selection should be primarily instrumental  
Reasonable consideration for readability—don't forget the intended purpose

**Document**

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Macromedia Flash 8 (or preferred alternative)  
Suggested resolution: 800 x 450 portrait  
Duration determined by musical score  
Style complements poster series

**Deliverables**

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Music selections, mood & visual specifications (week 7)  
Music map & content plan (week 8)  
Rough cut of sequence to music (week 9)  
Final presentations (week 10, Friday)