

JORDAN JACOBSON

PROCESS

PROJECT_02 :: TYPE IN MOTION

TYPOGRAPHY_02

WERTZBERGER

SPRING_09

PROJECT BRIEF

Choose a “great” audio speech from the 20th Century. With the audio of the speech, create a typographic visual expression of the speech. Capture the speech’s mood, tone, emphasis, personality, feeling, stresses, pauses etc. The final product should be readable and the reader must be able to make their way through the speech. Hierarchy must be clear.

The solution should be type heavy. Graphic elements, rules, image, icons, symbols may be used, but the use of photos, illustrations, etc. is allowed to strengthen the index of the piece.

SPEECH INFORMATION

Who: John F. Kennedy

What: The first of the four “Great Debates” with Richard M. Nixon in the 1960 Presidential Election season.

When: September 26, 1960

Where: WBBM Studio, Chicago, IL

This speech was the first televised Presidential debate in the history of American politics. This is significant because it was the first time that people could actually see the two politicians while they debated, which allowed the viewing public to not only judge the candidates on what they were saying, but also what they looked like.

This particular speech initially stood out to me above all the others because of its overall message. Kennedy talks about moving the country forward and implementing practices that will benefit the nation and its standing across the globe. I found that the message in this speech was extremely similar to Barack Obama’s during the 2008 Campaign. Both want our country’s image to be restored, and address the failures of previous administrations.

The speech has a strong, confident and convincing tone to it. A sense of JFK’s personality comes through in his inflections and you know, as the speech goes on, that what he is saying is sincere and he believes every last word. He is firm when he needs to be firm, and soft when he needs to be soft. At times, his voice seems to tremble with great emotion which only emphasizes his overall message.

SPEECH INFO CONT.

Throughout the speech, Kennedy talks swiftly yet effectively, driving his point home to the end, where he tells his audience that “we must give this country leadership, and we must get America moving again.” This last line shows that this speech is not only about a debate, but he is calling the American people to rise up and assist him in making the country a better place. I feel like the speech as a whole is effective enough in communicating an idea that there really is no other way it could be interpreted.

SPEECH (Edited)

I believe it incumbent upon the next president of the united states to get this country moving again, to get our economy moving ahead. To set before the American people its goals – its unfinished business.

I believe that this party – republican party – has stood still for nearly 25 years. It opposed all of the programs of president Roosevelt and others... for minimum wage and housing and economic growth and development of our natural resources.

I believe that if we can get a party which believes in movement. Which believes in going ahead – then we can re-establish our position in the world.

I believe it my responsibility to try to warn the American people that in this crucial time, we can no longer afford to stand still. We can no longer afford to be second best.

I want people all over the world to look to the united states again...to feel that we're on the move. To feel that our high-noon is in the future.

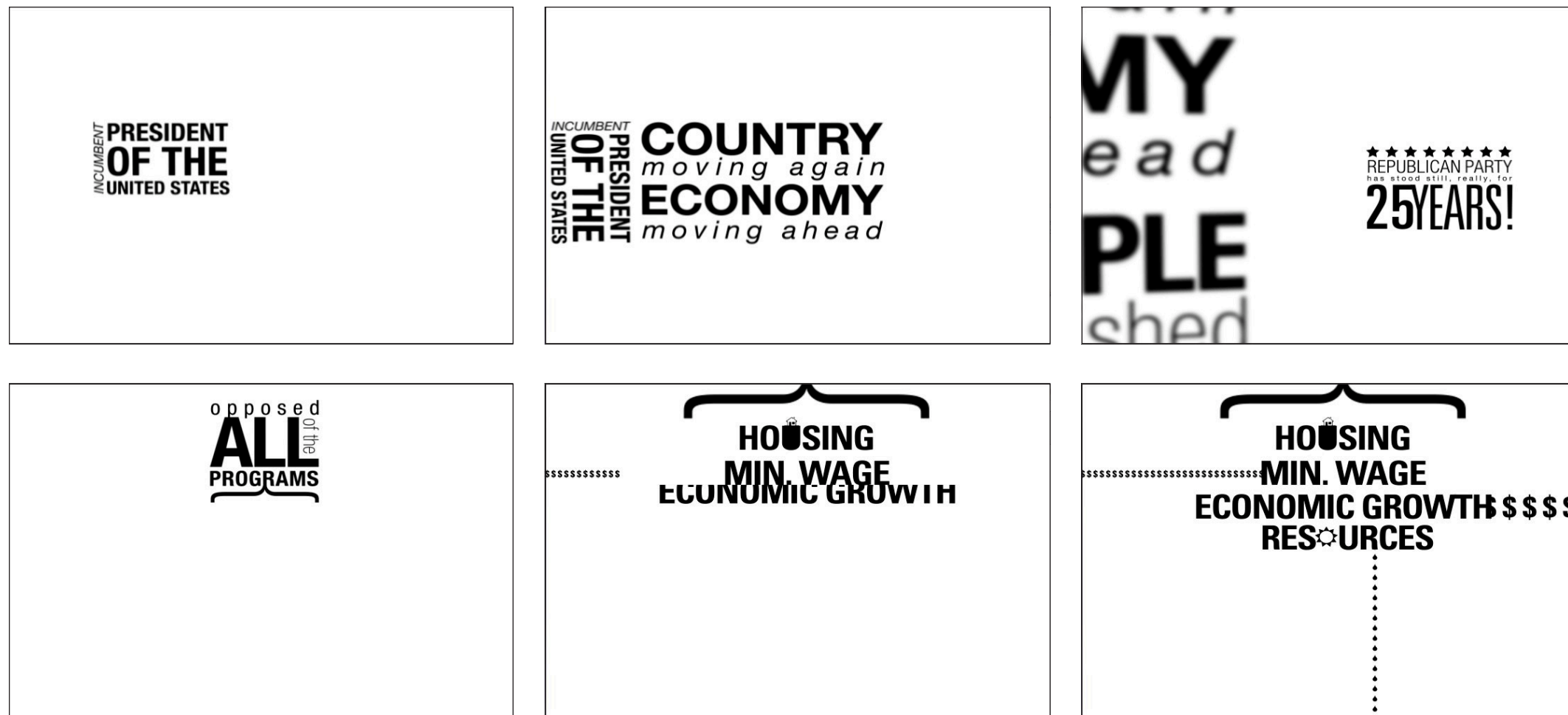
I don't believe that there is anything this country can not do.

We must give this country leadership, and we must get America moving again.

— John F. Kennedy

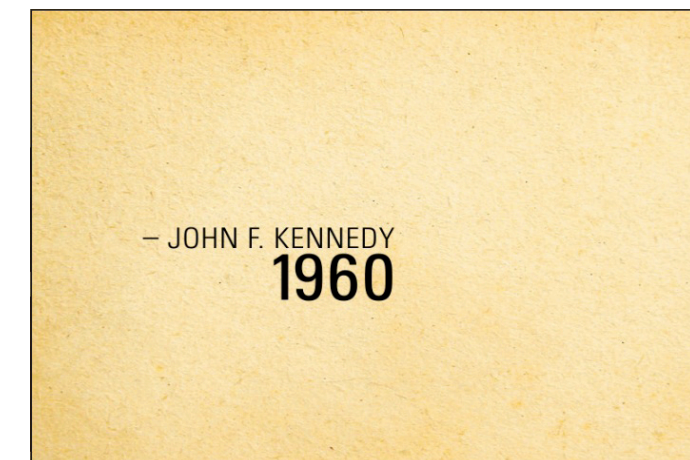
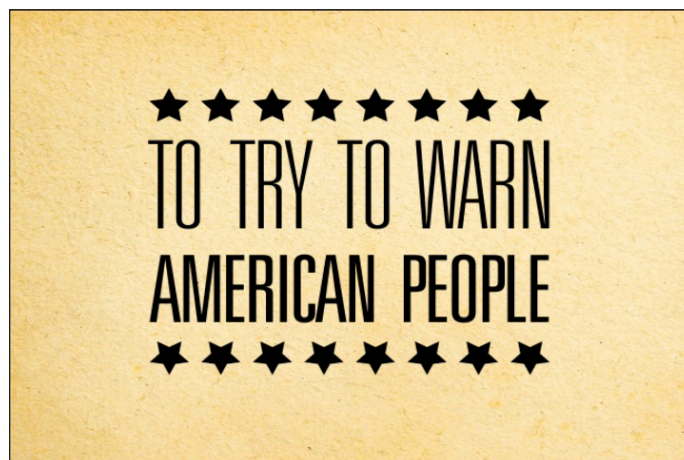
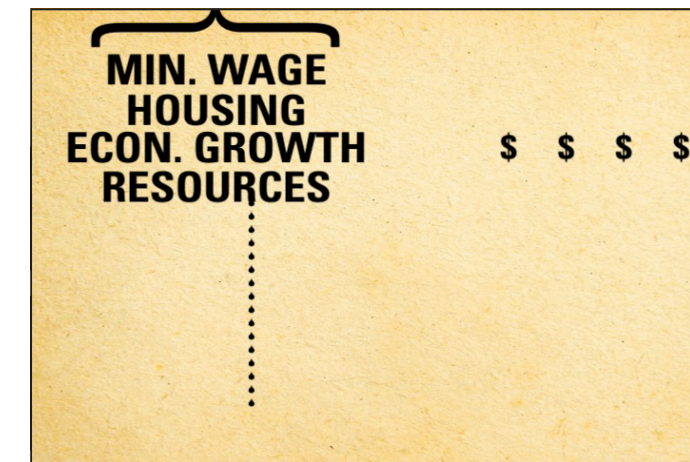
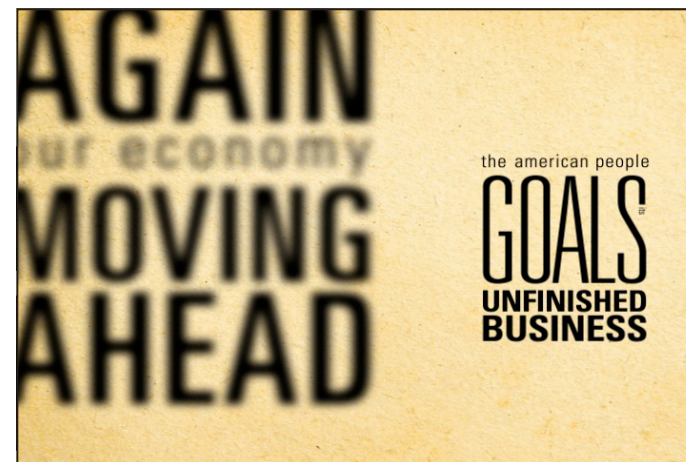
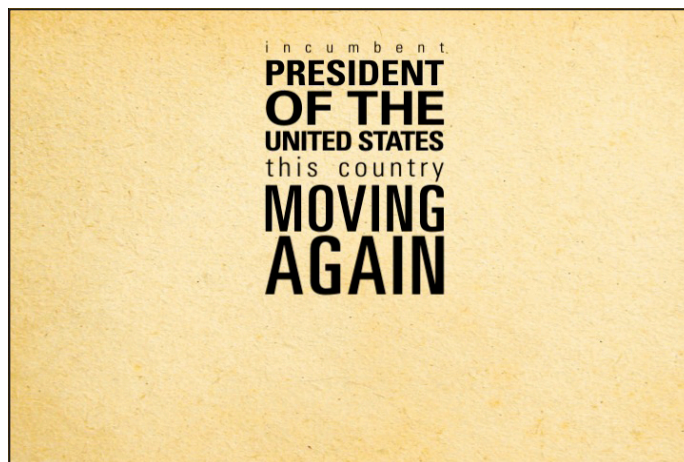
ROUND_01

My first attempt at working with Adobe After Effects. I mainly focused on familiarizing myself with the program and determining what the text would look like in my composition.



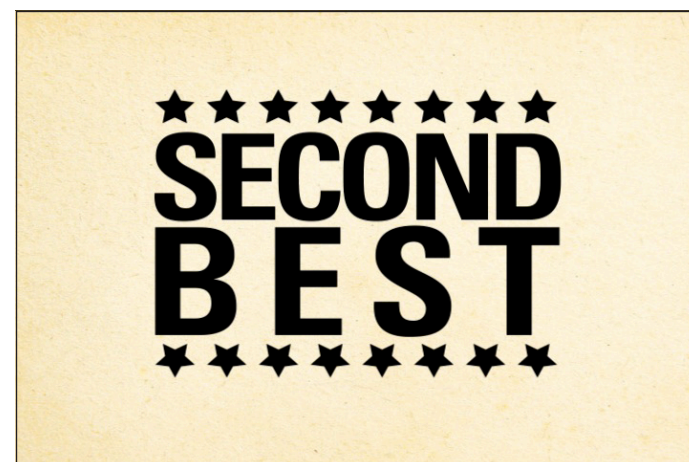
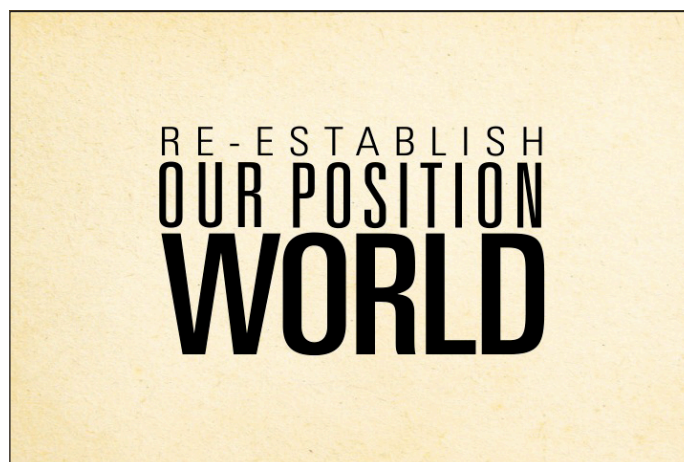
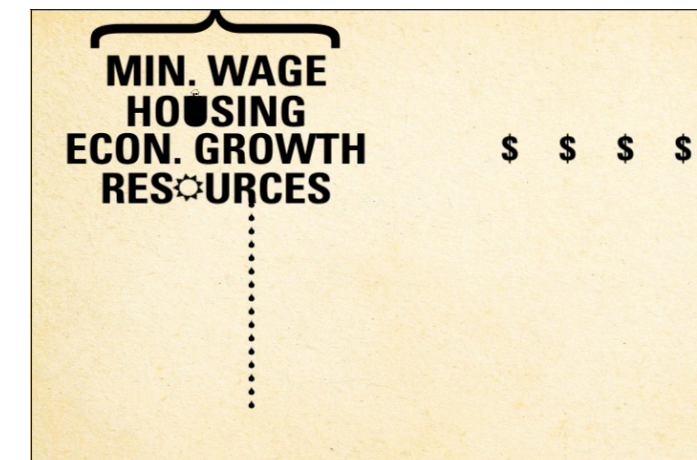
ROUND_02

In this revision, I scrapped everything and decided to stick with one font. I also added the background texture to help make the piece feel like a vintage campaign poster. I also added much more depth throughout the entire animation.



ROUND_03

After the class critique, I went through and changed bits here and there. I filled in a spots that had awkward pauses in the animation, and generally made everything tighter. I also added more symbols and lightened up the background texture.



Print Solution
12" x 18"



SOLUTION ANALYSIS

Mood, feelings, emotions conveyed in solution:

- Progress
- A sense of pride
- Leadership

How did the solution solve the project assignment?

I feel that visually, my final solution conveys JFK's speech in more ways than one. The fast-paced nature of the words as they appear on screen reflects Kennedy's way of talking quickly, strongly and with conviction. He emphasizes words while talking, but more so, he emphasizes phrases and ideas with the words he chooses. I showed this by grouping phrases together in blocks of text and emphasizing words and phrases with larger text and varying font weights.

How did the print solution solve the project assignment?

My print solution is based off of JFK's campaign poster for the 1960 election. I used red and blue text at the top and the bottom to make the bars of color in the poster. I feel that I successfully conveyed the mood and emotion of the speech in the poster by highlighting key words in the speech by the use of scale and font weight.

How does the media affect the message or experience?

By executing this project via motion graphics, a whole world of possibilities is available for one to try and convey things that may not be possible in print. With motion, things become much more visual, and the amount of information that is given to the viewer is greatly increased. Movement can also visually stimulate the viewer on a level that print may not be able to achieve.

TECHNICAL THINGS & FURTHER PROCESS

TYPE STUDIES

Univers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 !@#\$%^&*()_+=

39 Thin Ultra Condensed

49 Light Ultra Condensed

59 Ultra Condensed

67 Bold Condensed

57 Condensed

47 Light Condensed

45 Light

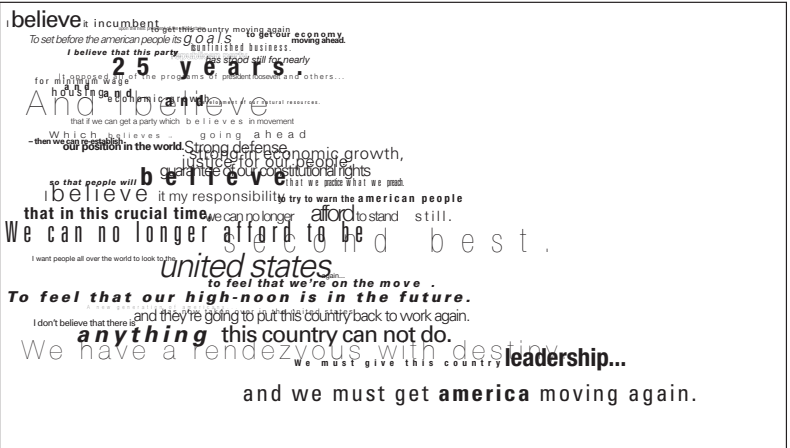
55 Roman

Symbols (Wingdings, Webdings)

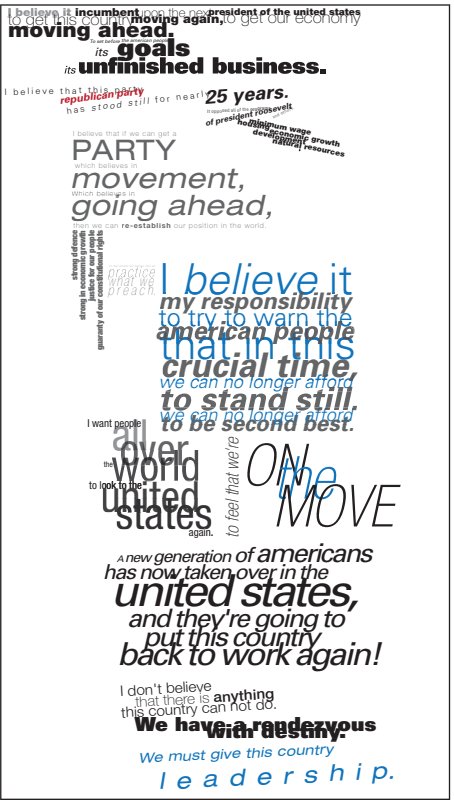


POSTER PROCESS

ROUND_01



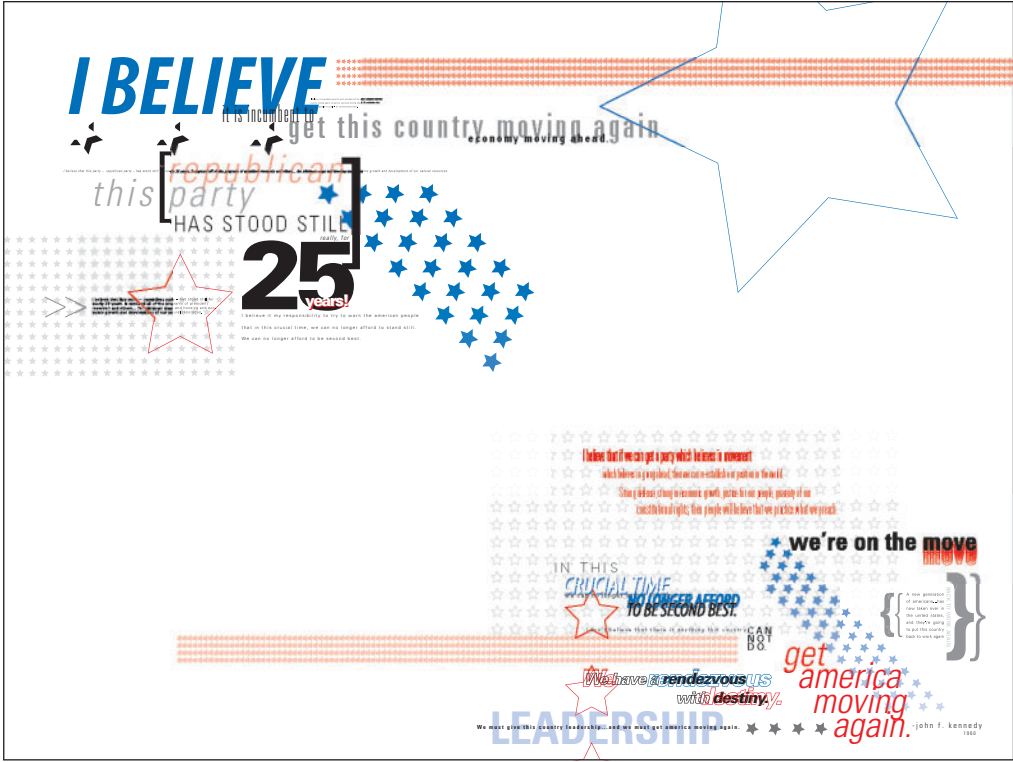
I believe it incumbent upon the next president of the united states to get this country moving again, to get our economy moving ahead. To set before the american people its goals – its unfinished business. I believe that this party – republican party – has stood still for nearly 25 years. It opposed all of the programs of president roosevelt and others... for minimum wage and housing and economic growth and development of our natural resources. And I believe that if we can get a party which believes in movement Which believes in going ahead – then we can re-establish our position in the world. Strong defense, strong in economic growth, justice for our people, guarantee of our constitutional rights so that people will believe that we practice what we preach. I believe it my responsibility to try to warn the american people that in this crucial time, we can no longer afford to stand still. We can no longer afford to be second best. I want people all over the world to look to the united states again...to feel that we're on the move. To feel that our high-noon is in the future. A new generation of americans...has now taken over in the united states, and they're going to put this country back to work again. I don't believe that there is anything this country can not do. We have a rendezvous with destiny. We must give this country leadership...and we must get america moving again.



i believe it incumbent upon the next president to get this country MOVING AGAIN.
economy
I believe that THIS PARTY REPUBLICAN PARTY 25 years! and others:
for MINIMUM WAGE and HOUSING and ECONOMIC GROWTH and development of our NATURAL RESOURCES.
i believe MOVEMENT, Which believes in GOING AHEAD, then we can reestablish STRONG STRONG justice for our people, guaranty of our constitutional rights, so that people will BELIEVE that we practice what we preach.
I believe it my RESPONSIBILITY to try to win the american people that in this CRUCIAL time, we can no longer afford to STAND STILL, SECOND BEST.
i want people all over the world to look to the United States again... to feel that we're on the MOVE- high-noon is in the future.
A NEW generation of Americans have now taken over in the United States, going to put this country back to work again.
I don't believe ANYTHING that there is that this country can not do.
we have a rendezvous with DESTINY...
...we must give this country LEADERSHIP and we must get AMERICA moving again.

I believe it incumbent upon the next president to get this country MOVING AGAIN.
economy
It opposed all of the programs of President Roosevelt & others: for minimum wage and for housing and economic growth and development of our natural resources.
And I believe we can re-establish our position in the world. strong defense, strong economic growth, justice for our people, guaranty of our constitutional rights so that people will believe that we practice what we preach.
I believe it my responsibility to try to warn the american people that in this crucial time, we can no longer afford to be second best.
all over the world to look up to the United States again... to feel that we're on the move - high-noon is in the future.
A NEW GENERATION of americans have now taken over in the United States, going to put this country back to work again.
I DON'T BELIEVE THAT THERE IS ANYTHING that this country can not do.
WE have a RENDEZVOUS with destiny...
we must give this country LEADERSHIP and we must get AMERICA moving again.

I believe it incumbent upon the next president to get this country MOVING AGAIN.
PRESIDENT of the United states
to get this country moving ahead.
GOALS
I BELIEVE THAT THIS PARTY, party, has stood still, really for 25 YEARS!
It opposed ALL OF THE PROGRAMS of president Roosevelt and others: for MINIMUM WAGE and HOUSING and ECONOMIC GROWTH and DEVELOPMENT OF OUR NATURAL RESOURCES.

[illegible]

STORYBOARD_01



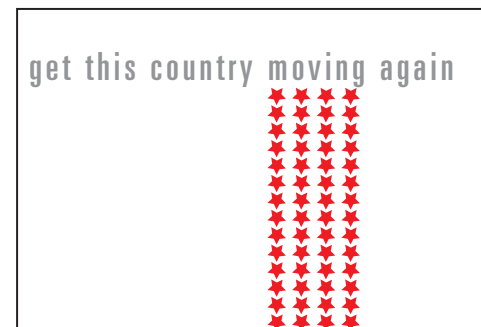
Text begins by progressing into space behind previous text. Depth is shown by blurring text in foreground.



Text runs from american flag segment and goes back to progressing behind previous text, showing depth by blurring foreground text.



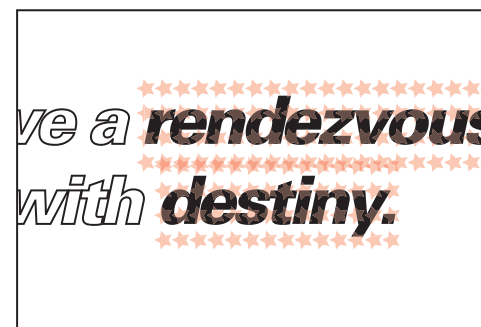
Words slide in and out based on common letters.



Stars engage text and set tone and pace for the duration of the piece by dropping out of the word "moving" when it is said.



The word move drops down at a fast pace, giving the illusion of opacity with the motion. Abruptly stops to resume speech.



Stars return to highlight key words buy flying, sliding in.



To show the bluntness of the statement and its impact, words simply appear as they are spoken.



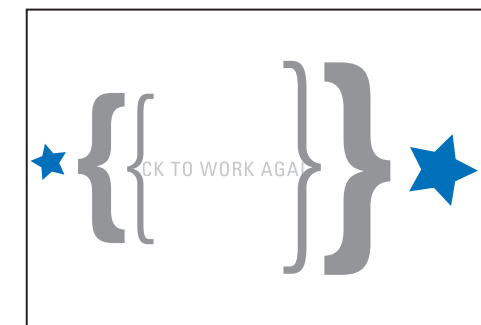
Again, to show importance of the statement, words appear as they are spoken.



Word comes in from background, building up layers.



Stars drop down from top...Text slides out from stars like stripes on an American flag.



Brackets slide apart to reveal spoken text.

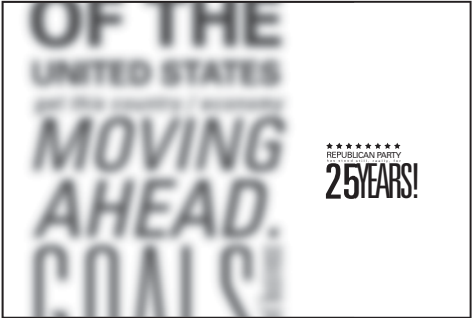


Crowding stars bring text in.

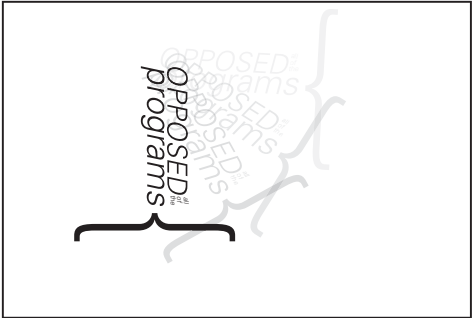
STORYBOARD_02



Words slide down from under one another. Small details like ampersand do too.



Text group moved to foreground while a new group forms in the background.



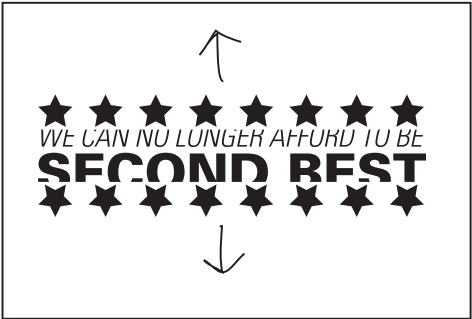
Text appears and continues reavealing more by sliding. Once all is revealed, bracket grows via mask and text turns to face down.



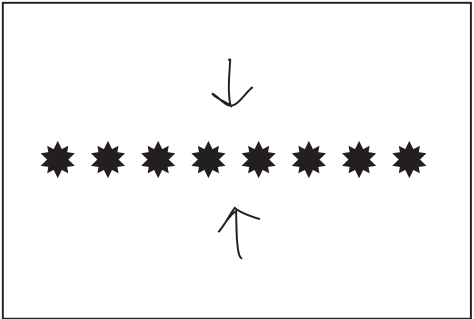
Text begins to slide down from bracket as each is spoken. Symbols related to each word appear and engage the text.



Hands bounce and point down to reveal next text box.



Stars unmask text.



Stars re-mask text.



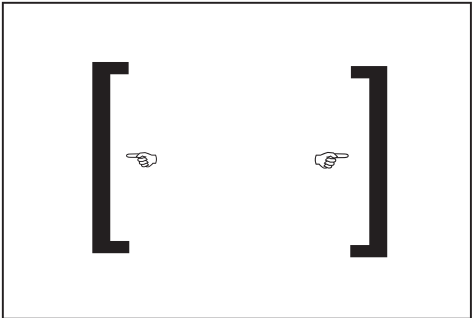
Stars unmask again, revealing different text.



Text group now appears in foreground with previous one in back. Text slides out from behind.



Pointers reveal text.

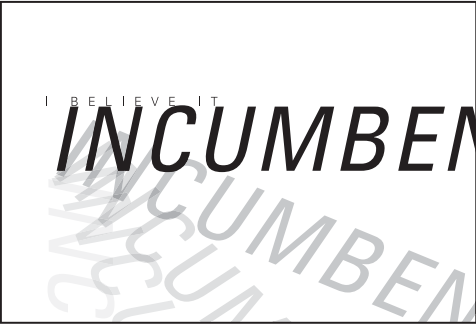


Pointers close again and go separate ways, making brackets appear.



Brackets close and reopen, revealing ending text.

STORYBOARD_03



First word slides up.



Words are repeated and blurred in the back as they shear past each other.



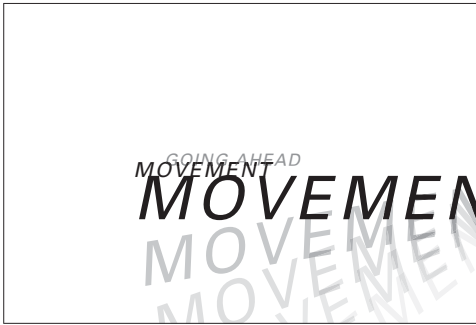
3D rotation



25 shears past each other.



Again, words are repeated to show scale.



"Preach" drops down from "practice".



PROJECT OVERVIEW

I am actually fairly pleased with my end result, considering how apprehensive I was about it at the beginning of this project. The thought of learning a program that the pros use to make professional-grade pieces was very, *very* daunting to me. The posters to start out, were a disaster of course. I think it had something to do with just not understanding how to visually represent the speech without using the *whole* speech. However, once we got past those and onto the story boarding process is when I started thinking "hey this might not be so bad." I began to visualize what I was going to do, and after seeing what could be done in after effects, the ideas just came flooding in left and right.

The tutorials really did help. It was so helpful to learn the basics in a streamlined, way that didn't rely heavily on unnecessary elements. Once I started playing around in the program, and realized that everything was relatively simple in the big picture of things (having patience with yourself is the hard part).

Its also good to learn how to convey a message visually in a different way than we're used to. Before, we've almost always had print-related projects, but now we're finally beginning to see the breadth and depth of visual communication.