Week 4: you will write a brief summary on the following: (1 point each)

1. Chapter 6 | Lightning Bolts and Weathermen: Motion GFX and Visual FX Reading Synopsis:

Chapter six is all about motion graphics and visual effects. Reading this chapter I learned that motion graphics are 2D or 3D animated forms. These forms are incorporated “into video footage that do not attempt to exist within the “real world” of the shot.” Motion graphics can be traced all the way back to visual music and a great example from the text is in figure 6.5 Vertical Orchestra (1921). Visual music is understood as an exploration of the connection between abstract moving imagery and sound. In the book I also learned about interface design which is a concept I had never heard of before, which incorporated animated elements via computer. Visual effects can be traced back to the early 1900’s.

This chapter also goes over commonly visual effects methods such as: film compositing, multiple exposure methods, projection, stop motion (which seems incredibly time consuming), motion tracking, and motion graphics. Some commonly used tools in motion graphics that most people already have are a camera and tripod. Green screens are also very helpful for VFX.

1. Animation Samples Synopsis: 1984-2013 (Pick one and write a brief summary of what you found interesting and how it relates to your aesthetic)

The Spirited Away trailer (2001) by filmmaker Hayao Miazaki is the trailer I picked because of the drawing style and incorporation of painted elements. During the car ride (0:08) there is a magical moment happening during the layering of the painting, text, and moving leaves. The painterly elements and almost fairytale-like quality of the trailer is similar to the artwork that I want to create. This imaginative feel is what I tried to achieve with similar art styles in the Lip Sync animation I created. The dramatic music and sound affects also really appealed to me as a viewer. It was especially successful when the pace of the music in the background sped up as the text “sparkled” onto the screen in a new frame breaking up the animation. The vibrant colors and imaginative spirits added to the appeal as well as the male narrator's subtle and soothing voice edited on top of the music.

1. Interview Reading Synopsis: Jodie Mack

Jodie Mack is an animator who study’s domestic and recycled materials to create a connection between “fine-art abstraction and mass-produced graphic design.” Mack is influenced most by A/G circles and the commercial industry and was drawn to animation based on it's capacity to create what is not possible in actual reality and jokingly connects it to nature as well in the fact that environments are often overly idealized or “fabricated” in animation. It was interesting to read that Mack wants to explore a relationship between graphic cinema and storytelling. From the reading both material and media are important to Mack in creating “cameraless films.” Her work is a hybrid of high art and low culture, she views animation as a whole similar to “mimicry”, and likes to combine abstract techniques in a documentary type form. Her work also navigates the fine line of what is considered cultural and what is considered political by following questions of Romanticism and metaphors. For example, in her film Persian Pickles (2012), a swimming study of paisley patterns traces this motif from its origins in Persian weavings to appearances in Irish quilting and American counterculture. Most of the work developed by Mack examines globalized economy and identity.