Delaney Brummond

ATLS 3110 - Motion

Creative Brief for Kinetic Typography

My project for Kinetic Typography in ATLS 3110 (Motion), will be based around the video titled "Paul Rudd's Computer". The project is to use the words in the video to enhance the audio in a way that is pleasing and entertaining, like other kinetic typography. The video is very strange, almost uncomfortable, but in the end it is entertaining and funny. I want to keep this going despite there not being any images from the original video in my project.

The overall design of my project will be in a humorous, and light hearted tone. Visually it will be fast moving for the text parts, and the computer's voice will have a different font and color than Paul Rudd. The computer definitely has an unusual voice which would work great in a strange cursive or other font that wouldn't normally be associated with a computer. This is due to the fact that the computer doesn't sound like the typical "computer voice". I think the most important part as a whole is to keep it funny despite the images and goofy videos on Paul's computer not being there. A big part of this project will probably be the background, given there are parts where nobody is speaking but the music is playing. As far as specifics, it will be important to make the "OH SHI--------" and then the "I'm okay" very different and move them in a way that goes along with the way Paul Rudd says both phrases. As far as what I will be using, I believe that easy ease will help with moving words, and I will want to look at a more complex background and how to change the color quickly and almost flash.