# ART 341 – DIGITAL ANIMATION

*Project # 6 - Kinetic Typography (Adobe Animate)*

## PROFESSIONAL CONTEXT

You are a motion designer producing a short promotional piece where typography is the primary visual element. Your goal is to translate audio into readable, expressive motion that demonstrates timing, hierarchy, and professional animation craft—without relying on character animation or illustrative complexity.

## THE CHALLENGE

Create a 60–90 second kinetic typography video in Adobe Animate that synchronizes type motion to a chosen tune. You must edit the tune to fit the final duration, design an intentional typographic system, and complete the project within a three-week production window.

## LEARNING OUTCOMES

• Plan a typographic animation using thumbnails/storyboards, timing beats, and a clear visual hierarchy.

• Animate type using keyframes, motion tweens, easing, and staging that supports legibility and meaning.

• Edit audio to a precise duration and sync motion to rhythm, emphasis, and transitions.

• Build clean Animate files (symbols, layers, naming, and organization) suitable for iteration and revision.

• Export a technically correct video (resolution, codec, audio levels) and present process evidence of authorship.

## REQUIRED INPUTS

• A selected tune (music or spoken word) that you have permission to use for class purposes.

• A written transcript/lyric excerpt OR a typed "message script" that will appear on screen (your own words are recommended).

• Two typefaces (or one type family with sufficient weights) and a basic color palette plan.

• A timing plan: marked beats/sections that map audio moments to on-screen text changes.

## DELIVERABLES

A. Planning Artifacts

• 6–12 thumbnail frames OR a simple storyboard showing major beats, transitions, and typographic emphasis.

• A timing sheet (or annotated audio waveform screenshot) showing section timestamps and intended text events.

B. Adobe Animate Production File

• Organized .fla file with labeled layers, reusable symbols, and clean asset management.

• Evidence of animation technique: keyframes, motion tweens, easing curves, and purposeful transitions.

C. Final Video Export

• 60–90 second MP4 (H.264) with synced audio; consistent resolution (1080p recommended).

• Audio edited to match the final duration (no abrupt cuts without intentional design justification).

• Final typography is readable, paced, and intentionally styled (no placeholder/lorem text).

D. Process Evidence (Anti-Shortcut Requirement)

• 3 checkpoint exports (early block, mid pass, near-final) or equivalent screenshots demonstrating iteration.

• 1-page reflection: what changed, why, and which timing/legibility issues you solved.

CONSTRAINTS

• Duration must be 60–90 seconds (inclusive).

• Production window is three weeks: plan scope accordingly and prioritize clarity over complexity.

• Typography must be the primary visual language (no reliance on full-scene illustration to "carry" the piece).

## • Motion must support readability: avoid excessive jitter, illegible tracking, or effects that obscure meaning.

• Use legal/ethical audio sources (no uncredited commercial tracks). If unsure, choose royalty-free music.

WORKFLOW

• Choose audio and create a rough edit to 60–90 seconds; mark beats and transitions.

• Write/select your on-screen text, then storyboard key beats and typographic emphasis.

• Build a typographic system (type scale, weights, spacing rules, limited color plan).

## • Block the animation first (timing + placement), then refine motion with easing and transitions.

• Conduct a quick legibility test (watch at normal speed on a phone + laptop) and revise pacing.

• Polish details (spacing, alignment, timing, micro-movements), then export and QA audio/video.

AI & TOOL USE POLICY

AI Status: Yellow (Limited)

• Allowed: brainstorming visual metaphors for type, generating alternative phrasing options, and proofreading your script.

• Not allowed: generating finished animation, submitting AI-generated storyboards as your own, or using AI to replace timing/animation decision-making.

• Disclosure required: include an AI Use Note in your reflection (tool + purpose + representative prompt + what you changed).

## EVALUATION CRITERIA

• Concept + typographic system: clarity of message, hierarchy, and intentional design choices.

• Timing + sync: motion aligns to rhythm/structure; transitions feel motivated and controlled.

• Animation craft: easing, staging, spacing, and motion principles support meaning and legibility.

• Technical execution: clean file organization, symbol use, and correct export settings.


• Audio editing: track is edited cleanly to duration; levels and cuts support the piece.

• Process evidence: visible iteration and authentic decision trail (not a single last-minute render).

• Professional polish: consistency, pacing, and overall readability at real viewing sizes.

## GRADING GRID

Enter points in the Student Score column. Total possible: 100.

| Category | Pts Possible | Student Score |
|---|---|---|
| Concept + Typographic System (message, hierarchy, consistency) | 15 | |
| Timing + Sync to Audio (beats, pacing, transitions) | 20 | |
| Animation Craft (easing, motion principles, readability) | 25 | |
| Technical Execution in Animate (organization, symbols, tweens) | 15 | |
| Audio Editing + Export Quality (duration, levels, codecs) | 10 | |
| Process Evidence + Iteration (checkpoints, decision trail) | 10 | |
| AI Compliance + Authorship (policy + disclosure) | 5 | |
| TOTAL | 100 | |
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