

CFT / CIT*2178 – INTRODUCTION TO VISUAL DESIGN

CREATIVE MINI TASK 1

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Killing In The Name Of


Not Enough variety was displayed here. Originally I thought typography was about how the words were displayed.

Artist: Rage Against The Machine
Track: Killing In The Name

Killing In The Name Of

Again not enough variety
was seen here.

Some letters are different
heights, which is not
consistent



Artist: Rage Against The Machine
Track: Killing In The Name

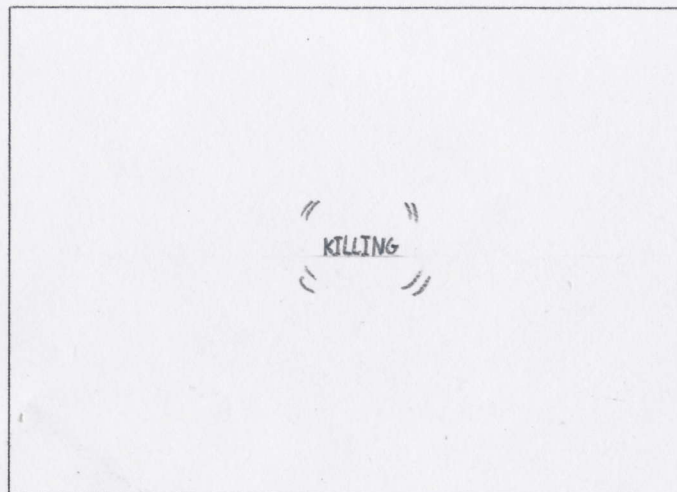
KILLING
IN
THE
NAME
OF

Since this quote is all about rebellion and protest towards modern society I decided that my font should be made out of graffiti.

KILLING
IN THE
NAME OF

Added an effect to the words so it looks as if it has been sprayed on a wall. letter are also displayed irregularly as if they were sprayed on the wall quickly

1.



Scene 1 - Duration 3 seconds. "Killing" appears very small almost unreadable. The word is vibrating to build a sense of tension. The word "Killing" has a Palatino Linotype font.

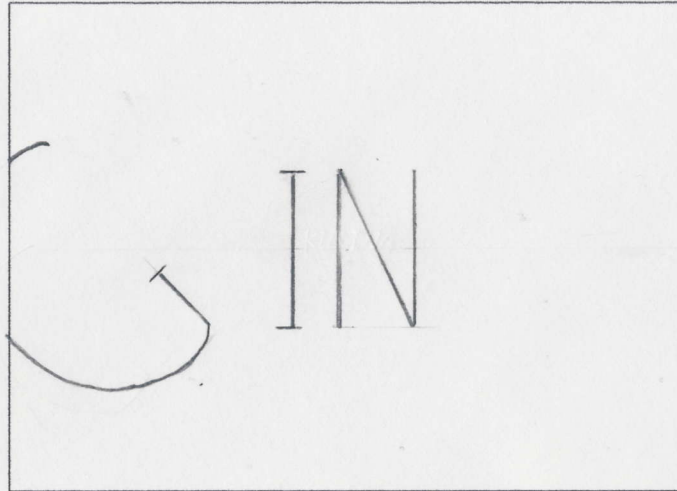
2.



Scene 2 - Duration 2 seconds. "Killing" then appears full screen. This will convey to the viewer that all the tension that was built up in the previous slide has now erupted. Killing is a very powerful term and sometimes associated with thoughts of anger or mis-directed rage. The word "Killing" has a Palatino Linotype font.

Improvements that I could have added is to make either the whole word drip with paint or just one of the letters.

3.



Scene 3 – Duration 1 second. The camera moves to the right about 45 degrees and zooms in at the same time on the word “In.” “Killing” is enlarged and part of it is off screen with some letters still showing. This spiralling down effect will give the user a sense of deepening and methodical thought about things they hate. The word “In” has Palatino Linotype font.

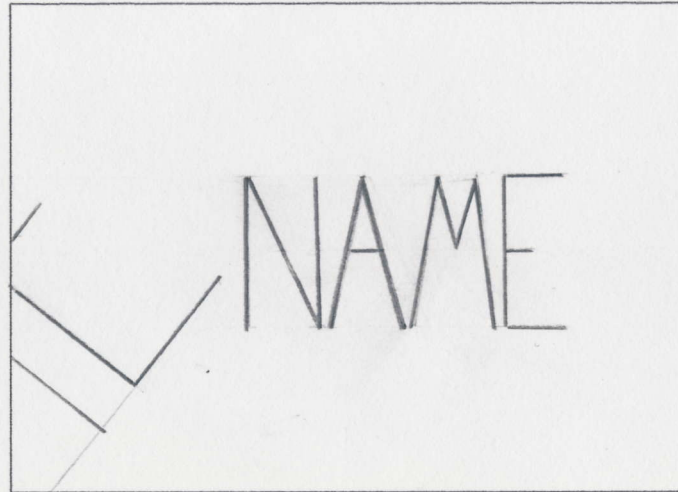
Spiral effect is good.

4.



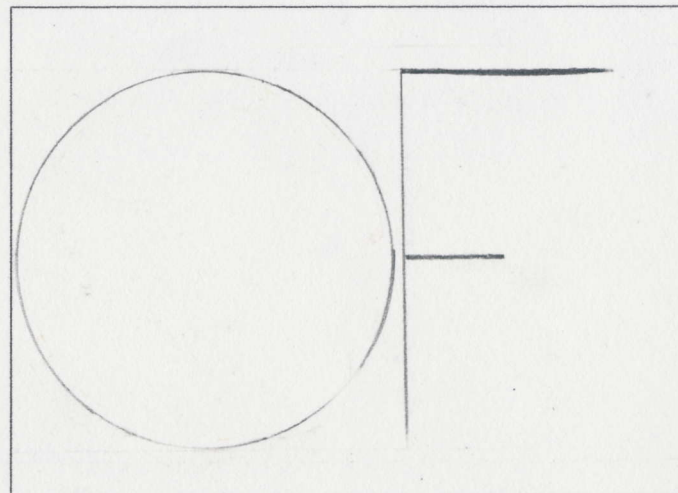
Scene 4 – Duration 1 second. The camera moves to the right about 45 degrees and zooms in at the same time on the word “The.” “In” is enlarged and part of it is off screen with some letters still showing. This spiralling down effect will give the user a sense of deepening and methodical thought about things they hate. The word “The” has Palatino Linotype font.

5.



Scene 5 – Duration 1 second. The camera moves to the right about 45 degrees and zooms in at the same time on the word “Name.” “The” is enlarged and part of it is off screen with some letters still showing. This spiralling down effect will give the user a sense of deepening and methodical thought about things they hate. The word “Name” has Palatino Linotype font.

6.



Scene 6 – Duration 2 seconds. “Of” then suddenly appears. The word takes up the entire stage. Font for the word “of” is Palatino Linotype. This will make the user jump and feel as if that build-up of thought about anger or hatred has reached its maximum point.

A spiral-bound notebook with a light blue cover and a white page. The spiral binding is at the top. The word "Improvements...." is written in a large, black, sans-serif font in the upper half of the page.

Improvements....

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KILLING

This design has been influenced by the storyboard animation I did earlier. The font was chosen because the letters are sharp and dangerous. Also killing is displayed larger and the letters are spread out more because killing is such an emphatic word.

IN THE NAME

Artist: Rage Against The Machine
Track: Killing In The Name

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Combined the first improved typography and the fourth typography.

Artist: Rage Against The Machine
Track: Killing In The Name





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