

KINETIC TYPOGRAPHY

**PROCESS
BOOK**

FOR PROJECT 3

Taylor Bates



THE PROCESS

PROBLEM STATEMENT

A brand's social engagement contributes to the success of the brand and the experience of the customers. For this project, there are two options to select from.

1. Identify one of Belmont's neighboring businesses. Create a promotional video with the emphasis on "typography in motion" to support/advertise the business.
2. Select a product and create a product commercial targeted at college students.

THE PROCESS

GOAL AND OBJECTIVE

"The design can be for in-store or social media promotion/ad. Conduct visual research to familiarize yourself with modern product design. Remember, this is a typography class the focus of your project must be on the effectiveness of the message, timing, and type treatment (hierarchy, contrast, tracking, etc.)"



THE PROCESS

TARGET AUDIENCE

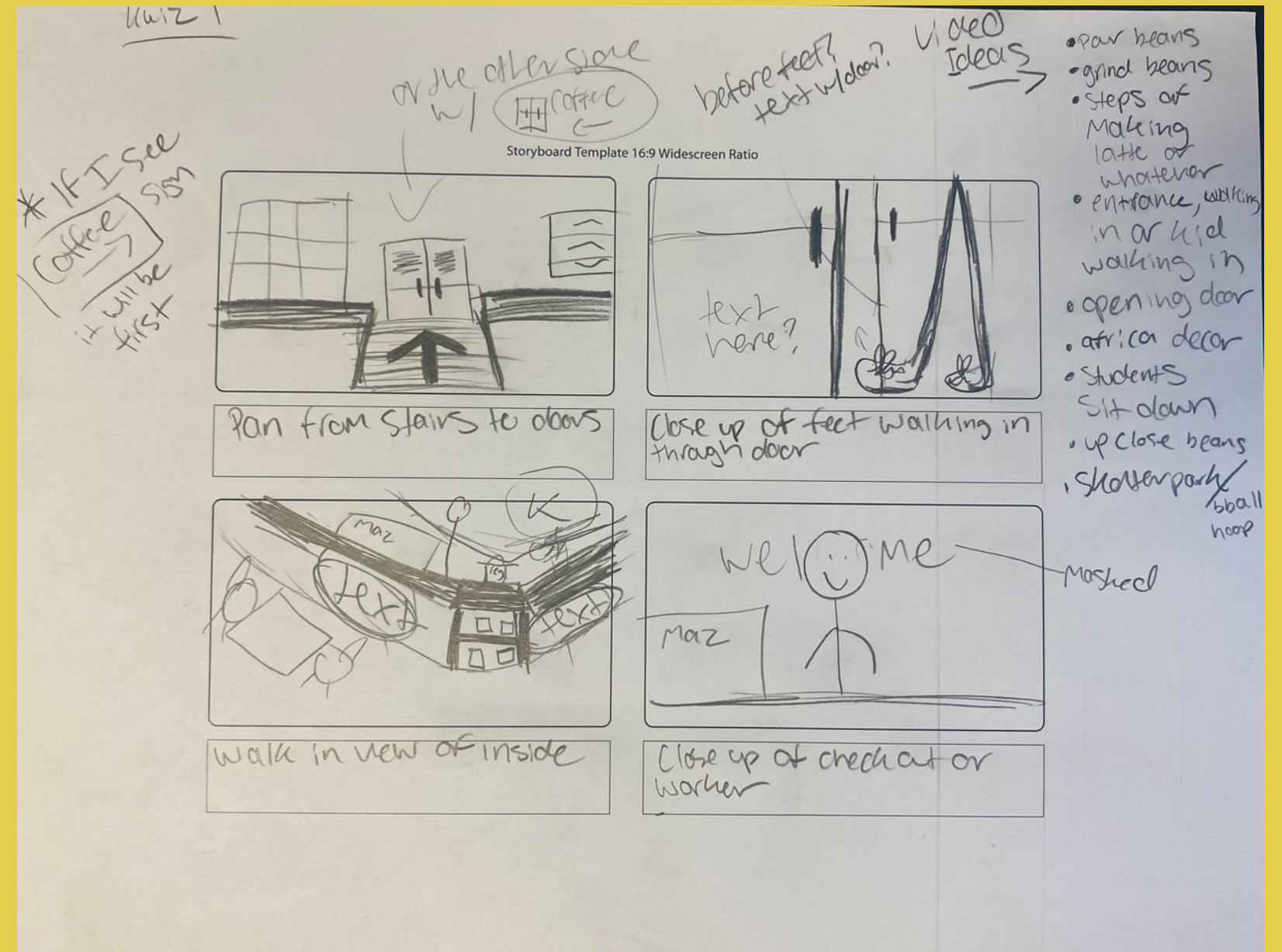
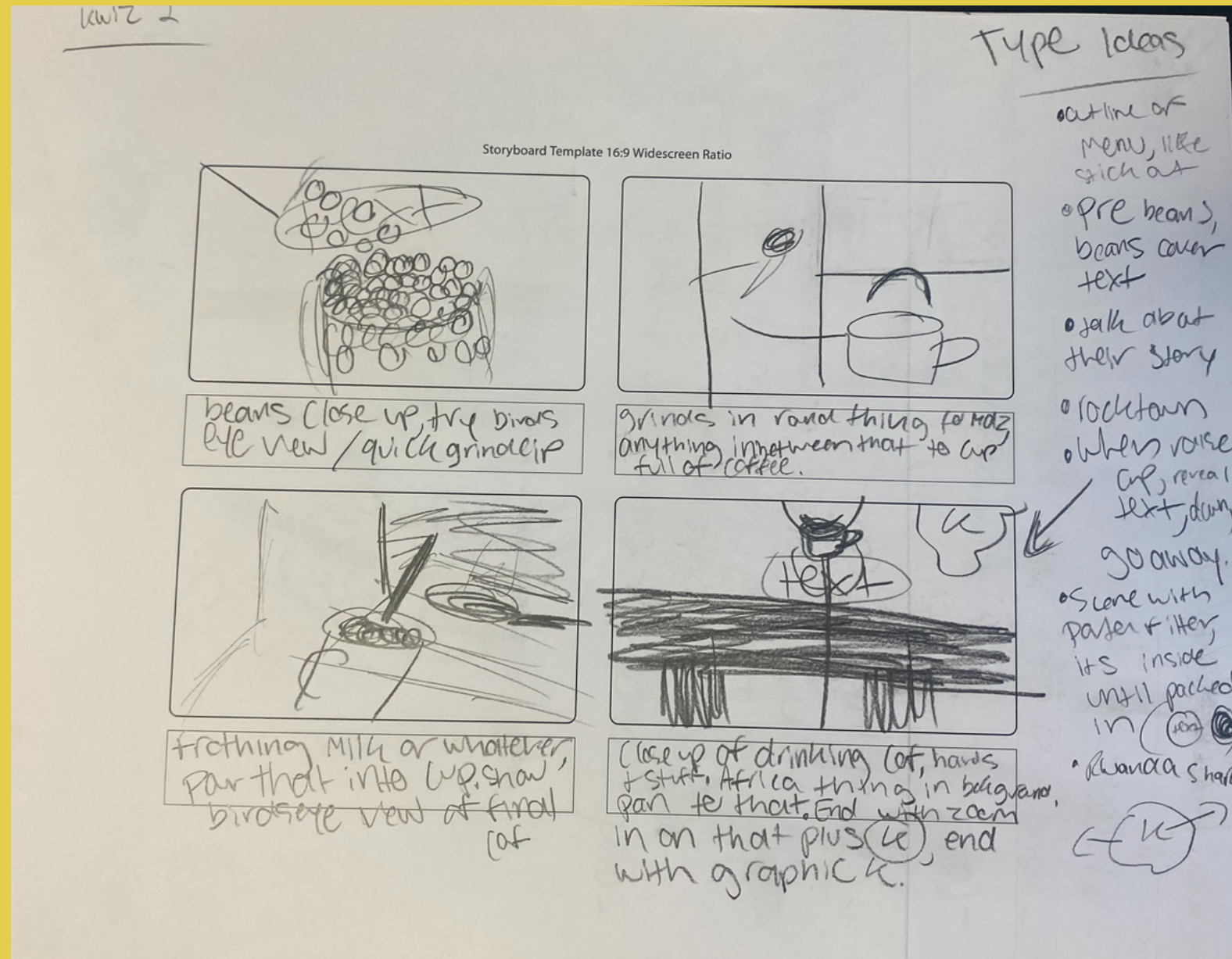
For this project, I intended to target locals and college students looking for a new place to study and ultimately support.



THE PROCESS

BRAINSTORM

WHEN THINKING ABOUT THIS PROJECT I LOOKED TO OTHER PROMOTIONAL EXAMPLES FOR VIDEO IDEAS. I NEEDED TO SEE WHAT KIND OF B-ROLL WOULD BE NECESSARY AND SEE WHAT I COULD ACCOMPLISH. NOT ONLY THAT, BUT I NEEDED FOOTAGE THAT ALLOWED ME TO PLAY WITH TEXT, SEEING AS THIS IS A TYPOGRAPHY CLASS.



THE PROCESS

IDEATION STAGE

THE SCRIPT WAS THE HARDEST PART TO FIGURE OUT, BUT THE MOST IMPORTANT. I HAD SOME IDEAS BASED ON KWIZERA'S PROMOTIONAL VIDEOS AND WEBSITE. I BEGAN MAKING A SCRIPT BUT DECIDED ON SHORT MESSAGES THROUGHOUT THE VIDEO.

Phrases... TYPO V1.0

- Hope Creation (their mission)
- "local gem"
- Kwizera = hope in Kinyarwanda
- Using the coffee habits of the west to serve the community in Rwanda.
- 10% profits go to human trafficking prevention & youth empowerment programs in Rwanda, East Africa.

Hours
- Mon-Sat = 8-5
- Sun = 8-1

passion for coffee & community

- center wald br good
- cold beans...
- good cup -!
- empty plate -!

- A coffee shop with a mission

Kwizera is a coffee shop with a mission. Kwizera, meaning hope in Kinyarwanda, is using the coffee habits of the west to serve the community in Rwanda. 10% of profits go to the human trafficking prevention & youth empowerment programs in East Africa. In the business of hope creation...

Kwizera is a coffee shop with a mission, full of passion for coffee and community. Kwizera means hope in Kinyarwanda, Rwanda's native language. They want to use the coffee habits of the west to serve their community locally & internationally. 10% of profits go to the human trafficking prevention and youth empowerment programs in East Africa. For a great cup of coffee that change the world, visit Kwizera ^{can} coffee today.

[Coffee Shop w/ a Mission]

[Passion for Coffee & Community]

[Use the coffee habits of the west to provide for people worldwide]

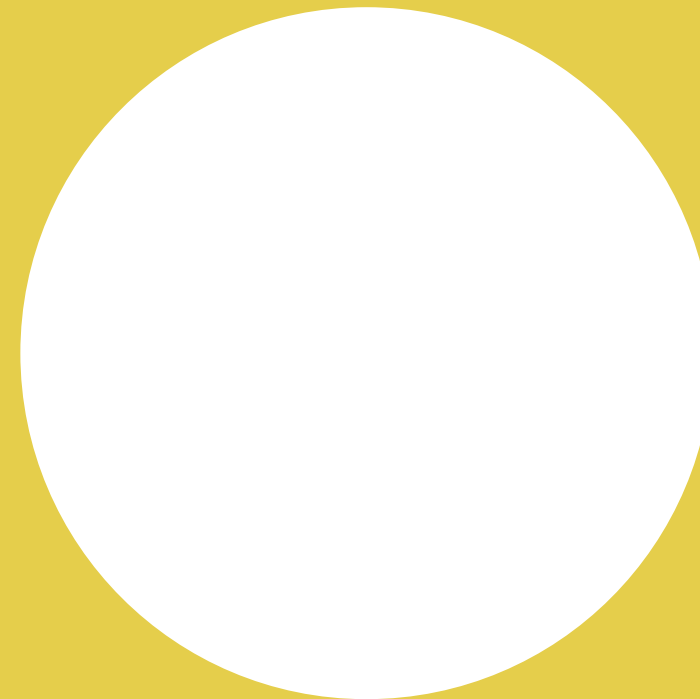
[visit kwizeracoffee.com to learn more]

THE PROCESS

DESIGN ASSESTS

FOR THE DESIGN ASSETS, I KNEW I NEEDED TO KEEP IT CLEAN AND TIE IN THE DESIGN ELEMENTS KWIZERA ALREADY HAS. SIMPLE TEXT WITH VARIOUS WEIGHTS WAS THE WAY TO GO AND NOVECENTO SANS WIDE DID THE JOB. I USED PRIMARILY MEDIUM AND DEMIBOLD. THE COLORS WERE EITHER FROM KWIZERA BRANDING OR FIT WELL WITH THE COLOR SCHEME.

★	Novecento sans wide	Sample
	UltraLight	Sample
	Light	Sample
	Book	Sample
	Normal	Sample
	Medium	Sample
	DemiBold	Sample
	Bold	Sample
	UltraBold	Sample





THE PROCESS

FIRST DRAFT

THIS WAS THE ROUGH DRAFT WITH MOST THINGS IN PLACE. SOME OF MY FOOTAGE WAS HARD TO WORK WITH SO I SWITCHED THEM OUT AND COULD FOCUS ON THE TEXT AFTER THAT.



COFFEE SHOP
WITH A
MISSION

COFFEE SHOP WITH A
MISSION

THE PROCESS

CHANGES

Comparing that footage to the final design attached at the end, you can tell a lot of the text orientation changed. These specific examples though (top being first draft and bottom being final design) show you what happens when I am able to look at the composition as a whole. The first example needed to be put into the center because that is



COFFEE
AND
COMMUNITY

COFFEE &
COMMUNITY

where the eye wants to be as the coffee falls, so moving that there made all the difference. The second example was more about using the space I was given. The first draft had grainy and busy footage so switching it out allowed me to do what I wanted with the space. It also flows better with the text before it since they go together.

THE FINAL VIDEO

