



IDENTITY

DESIGN DOCUMENT

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MOME 501
Screen Design
& Typography

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PROPOSAL

CONCEPT STATEMENT

I am interested in the way that people attach their identity to different markers, specifically to their appearance. What are the things that people assign to themselves to show their individuality. I also am very interested in style and fashion as a way to differentiate oneself.

Using the idea of identity, and making a video that has visual impact and also an intimacy to a “hand-crafted” and intimate story, I want to challenge assumptions on identity and limit the negativity surrounding differences in people, whether socio-economically or biologically.

I think that style is a great unifier in a way, as trends move globally they get co-opted and reinterpreted by that specific individual based on their own identifiers.

It's important that each person finds their own way in which they identify. I wanted to spotlight fashion and place as key examples in that process.

DESIGN DIRECTION

I will be tying together multiple pieces of video footage and static imagery, really pushing for a ‘scrapbook’ look. This crafted style will continue with the font choices, with hand-written looking typefaces and erratic spacing and kerning. The project will emphasize texture, composition, and variety, which will tie directly into the subject matter of the script.

- Storyboarding the pieces to fit the script with the corresponding images, also working to try and get the right motion.

- Piecing the clips together with the music as I try and keep everything feeling organic and dynamic, adding in infographic elements and special effects at key appropriate moments in the piece.
- With my current script, and the video elements that I'm using it looks like I need to trim the script down, and possibly move some sentences around, to give the optimum impact and still make it at 30 seconds.
- I don't want the infographic elements to overpower the more documentary style of the video elements. With this in mind I have been making the key graphics at the end section of the piece mainly.
- I also want to play with the variety of the text at the end, adding in sans serif font and university font to give some variety to the font especially at the end of the piece. Then I'll reiterate at the final frame to the original style.

PRIMARY TARGET AUDIENCE

An audience for this piece is 15-30 years old which are dynamic individuals, influencers, and fashionistas. It is for a global cutting-edge viewer that respond strongly to individuality, creativity and strong design.

PROPOSAL

PSA SCRIPT

Identity.

What is it? Is it where you are, what you do, or who you're with?

Is it your gender. Your hair. Your movement.

Your friends.

Your age. Your style.

What you wear, what you say.

What you fear. What turns you on.

Is it your face, your race, your religion, your creed.

Where you are, where you want to be

Is it what you drive... or what drives you.

With over 7 billion people on the planet, there's a good chance there's another one of you, a 1:135 chance actually. You probably have a doppelganger.

How do you set yourself apart?

Make an impression.

Identify: YOU.





TYPEFACE

SAMPLE

Sample

Sample

sample

SAMPLE

TYPOGRAPHY PROCESS

I am interested in the way that people attach their identity to different markers, specifically to their appearance. What are the things that people assign to themselves to show their individuality. With this in mind I wanted an organic looking font, as if someone is writing on the screen.

I do want to change up the font style on some key frames, looking for a more university style font and a clean san serif font that would tie-in well with some different infographic graphics that I've designed.

Sample

Sample



MOODBOARDS

MOOD BOARDS



COLLAGE

COLORS



3.1 TEXTURE

MOOD BOARDS



AMERICANA

STREET FASHION

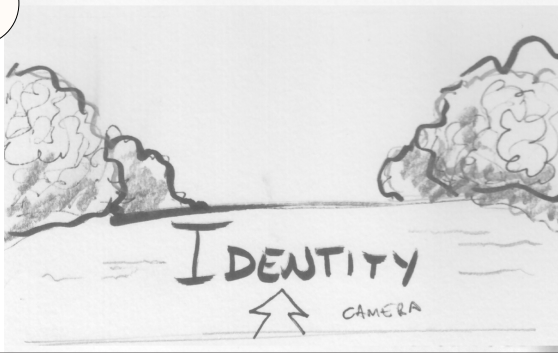




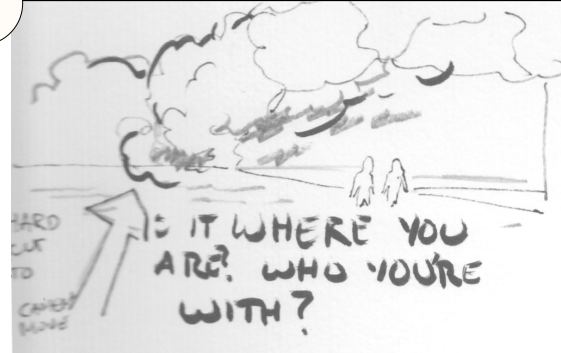
SKETCHES

SKETCHES

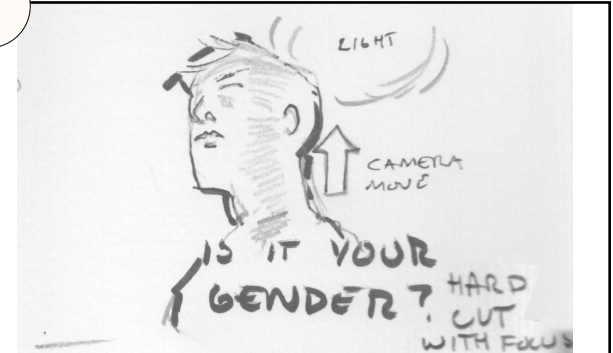
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2



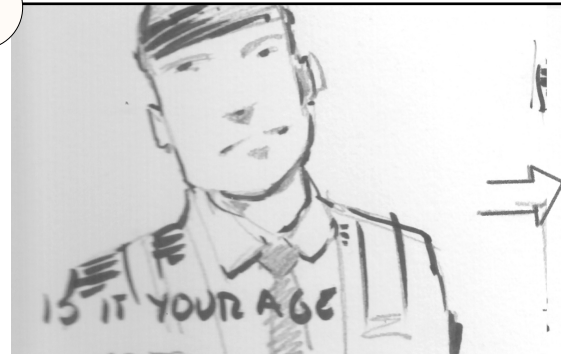
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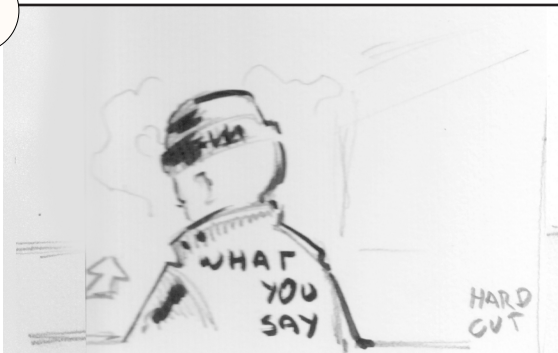
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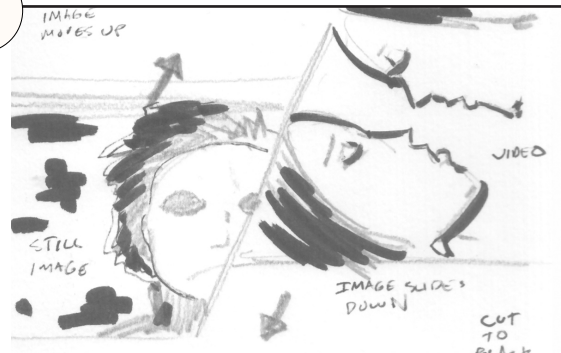
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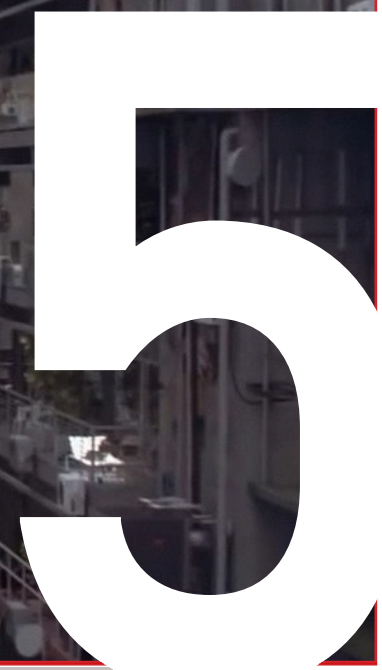
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MOVEMENT

I'm really trying to sketch out how each piece will move into the next one. Figuring out this timing and the spacing will allow me to then place the text on top and have that come in and out smoothly.

- **USE FOCUS TO TRANSITION**
- **CONSTANT MOVEMENT**



STORYBOARDS

STORYBOARDS

1



2



3



4



STORYBOARDS

5



6



7



8



STORYBOARDS

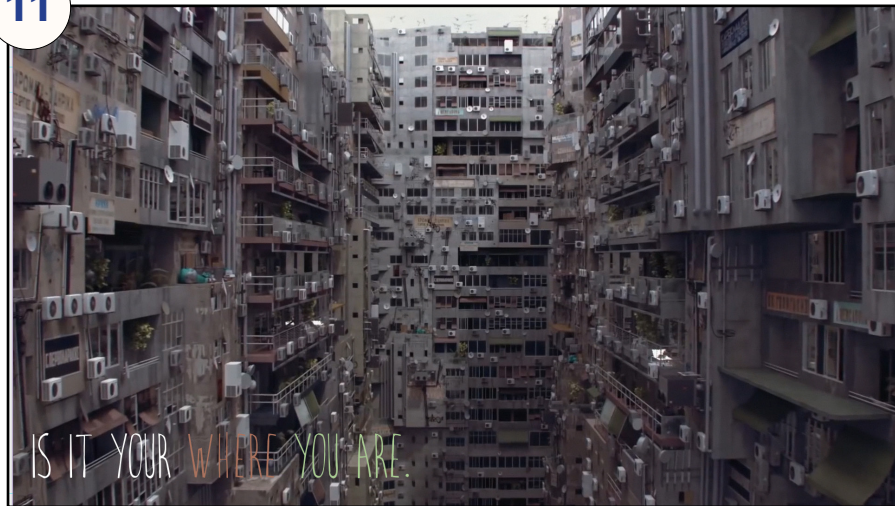
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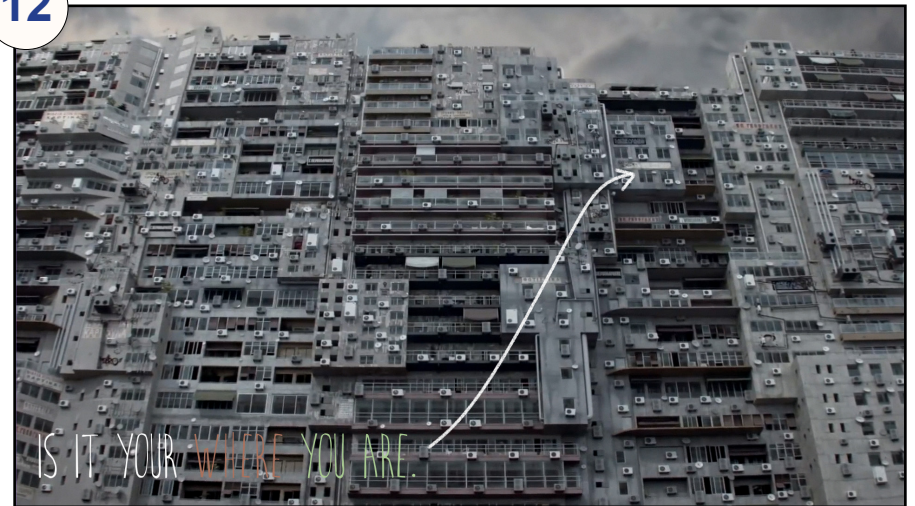
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11



12



STORYBOARDS

13



14



15



16



STORYBOARDS

17



18



19



20



STORYBOARDS

21



22



23



