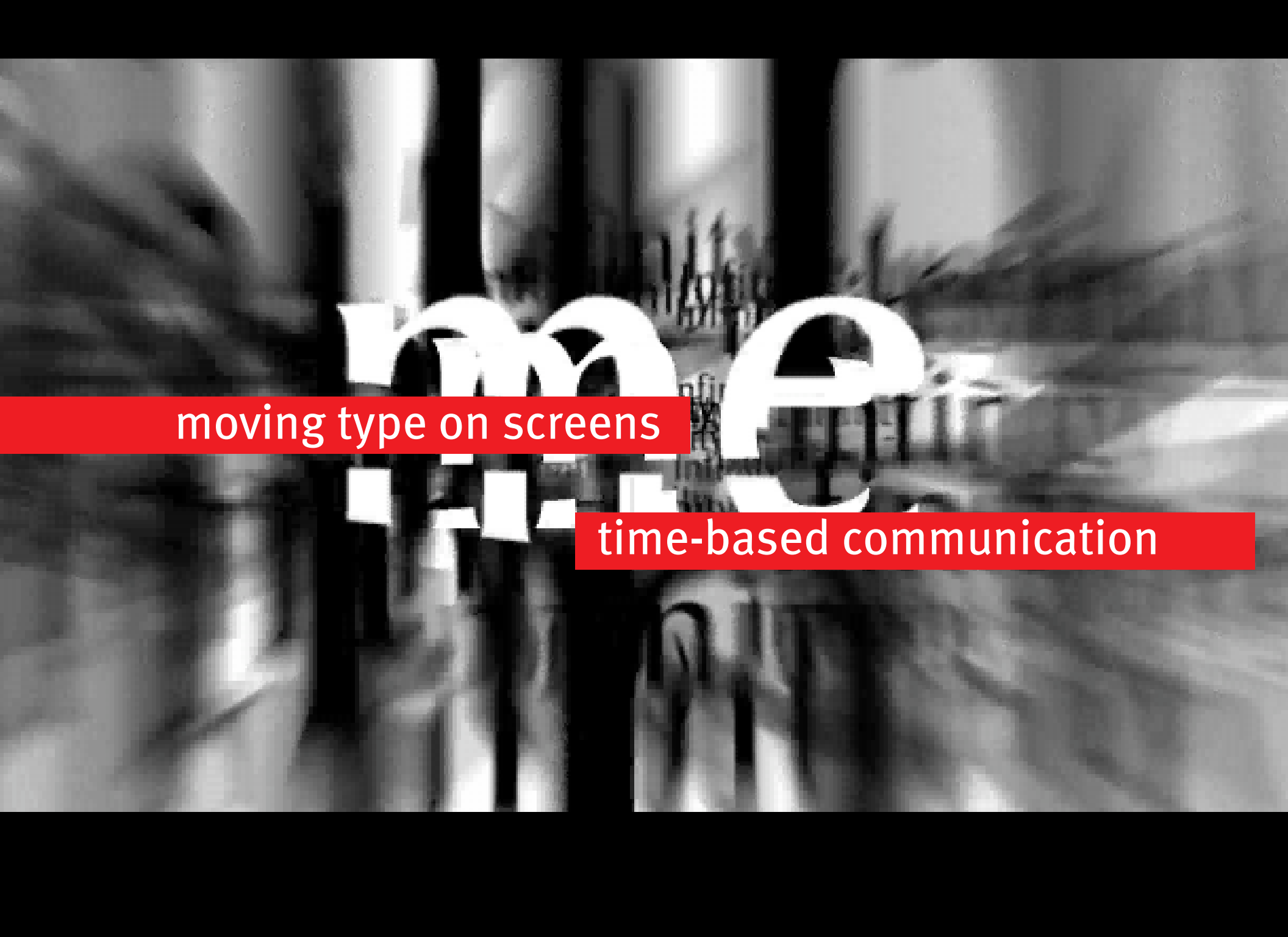




22 years of kinetic typography

1994–2016

Dan Boyarski, Professor
School of Design
Carnegie Mellon University
Pittsburgh, PA, USA

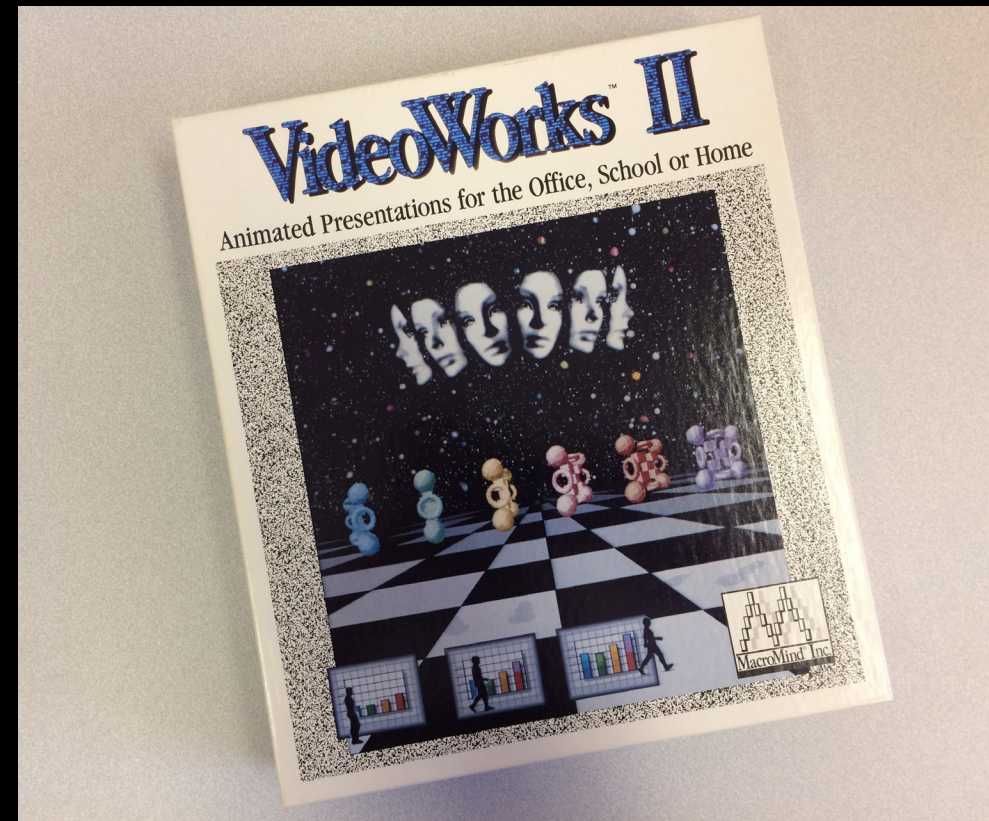


me

moving type on screens

time-based communication

1994
typography course
beta software
“what I did last summer”



Ramsey Hong, 1994



Christopher Graef, 1994



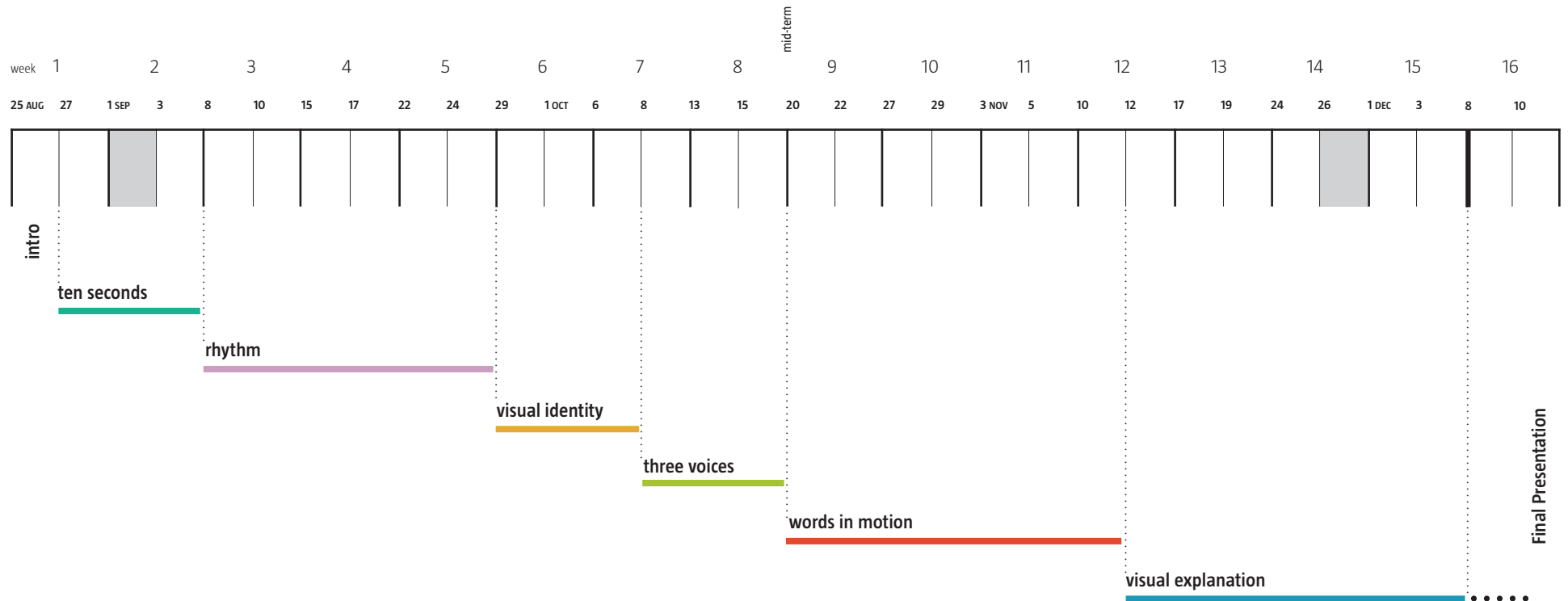
kinetic typography explorations

1994 2016

TMC

calendar

Time Motion & Communication



Think of your ears as eyes.
Gertrude Stein

Motion is emotion.
Douglas Sirk

*Animation is not the art of drawings-that-move but
rather the art of movements-that-are-drawn.*

Norman McLaren

kinetic typography = communication
explaining : visualizing :
translating : informing :
performing : making meaning :
touching emotions

The background is a solid black field. Overlaid on this are several thin, wispy lines. A prominent set of lines in a vibrant teal color forms a complex, tangled shape in the upper right quadrant. Interspersed with and extending from these teal lines are thinner, greyish-white lines that also form intricate, swirling patterns. The overall effect is that of a microscopic view of a complex network or a stylized representation of a biological or chemical structure.

lessons learned over these 22 years?

1.

the screen is your stage

every element on stage is an actor

you are the director and choreographer

Jack Moffett, 1997

“Grown-
don’t^{ups}
pay
attention^{to}
me.”

Samantha Freedman, 2015

i geez i don’t
know
i don’t i was
i don’t

2.

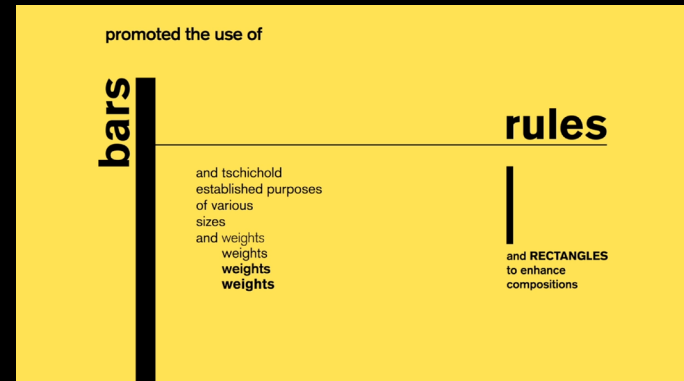
this is time-based performance

this is not print typography

time suggests a beginning, middle, and end
(a story?)

motion has meaning

Eden Weingart, 2013



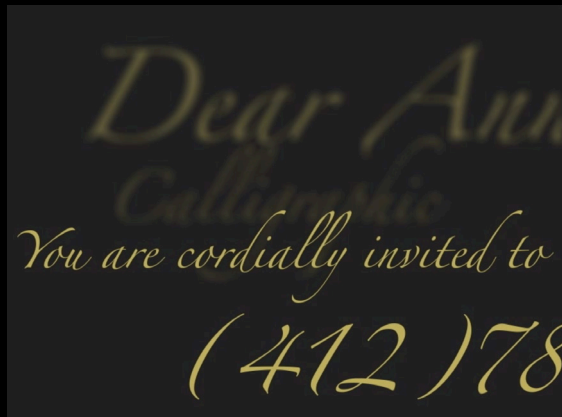
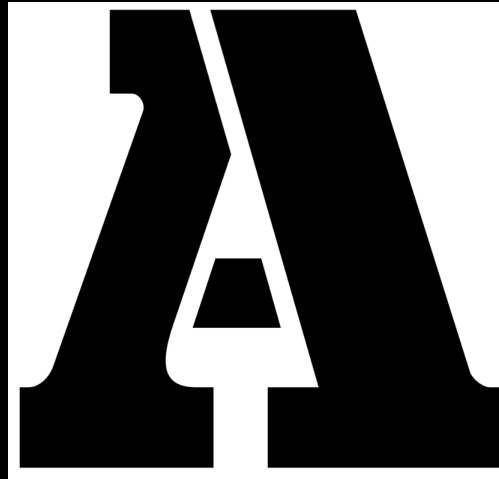
Josh Eiten, 2013



it's all about rhythm

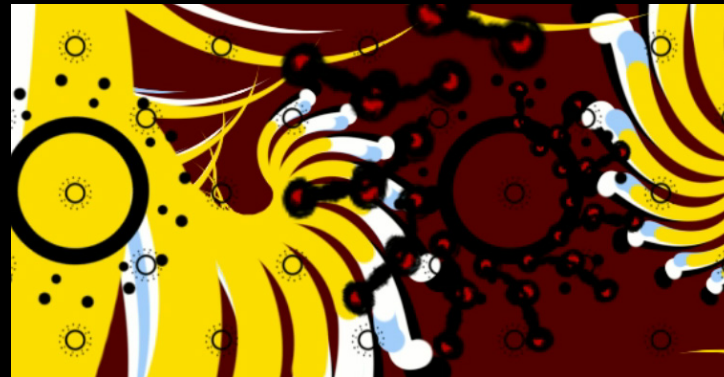
timing, pacing, speed, duration

Kaleb Crawford, 2014



Daniel Kim, 2013

Ian Gunn, 2006

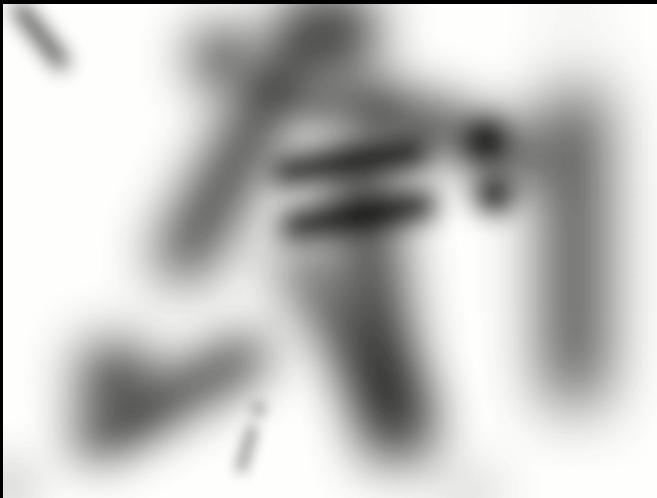


4.

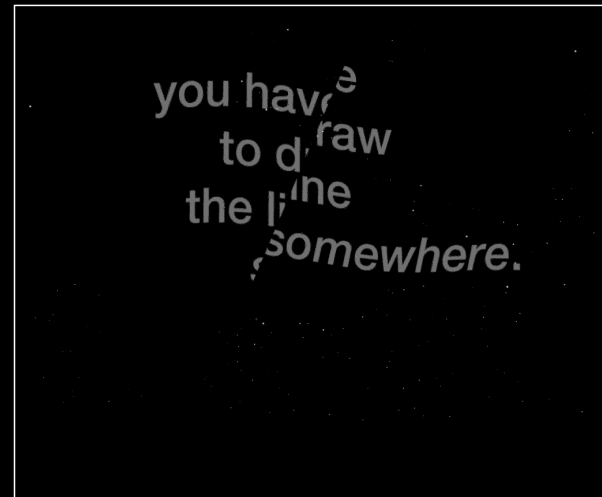
visual voice / tone of voice

loud soft
young mature
public private
silly serious

James Brommer, 2005



Josh Eiten, 2015

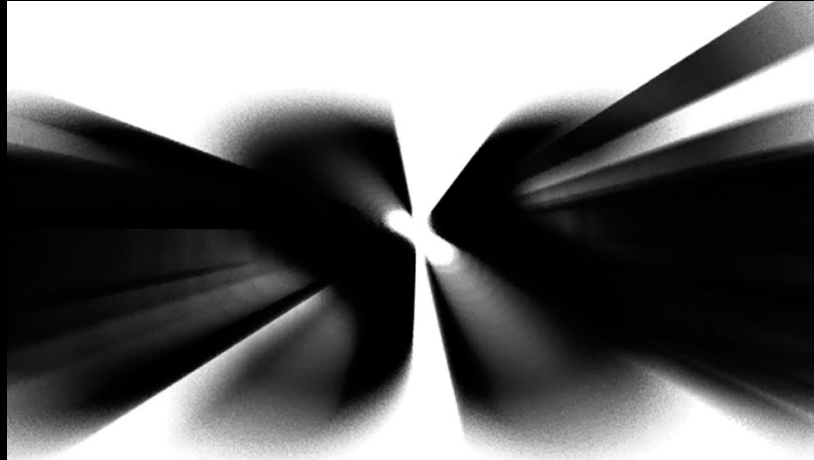


5.

open mind + brave explorations = unique outcomes

keep your audience in mind, too

Heebok Lee, 2000



Joe Oak, 2013

what can you do with kinetic typography?

what can you do with kinetic typography?

convey information

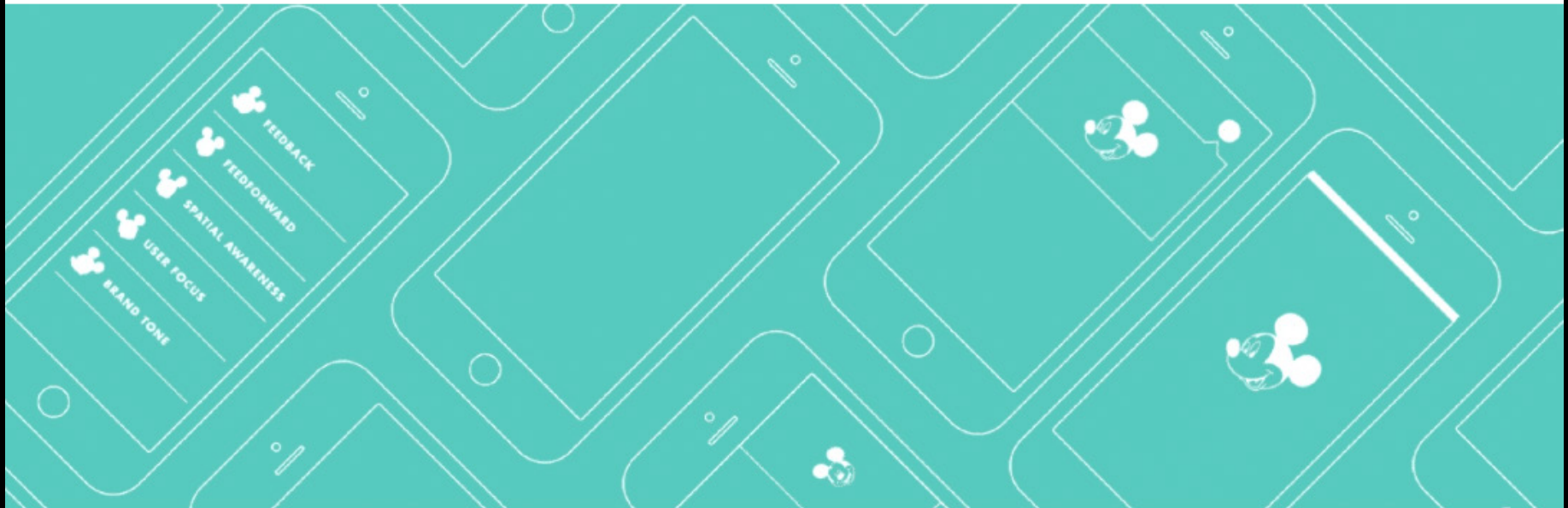
clarify complex ideas

help someone make a decision

tell a story

express thoughts and emotions

have fun with it



The Principles of UX Choreography

The intersection of Disney and UX and why learning how to draw Mickey Mouse will change how you approach design

Recently I collaborated together with Glen Keane, Disney animator and legend, on a talk at SXSW. This article is a summary of what we shared during the panel.

**KINETIC
TYPOGRAPHY
ARCHIVES**

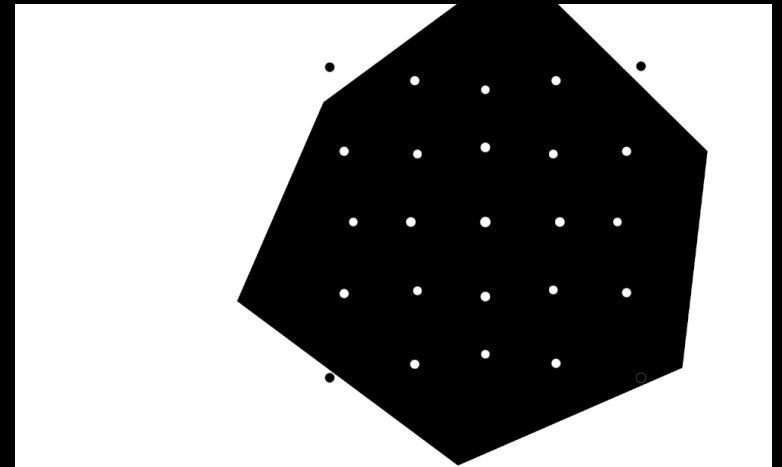
www.KineticTypo.design

remember, you're communicating with people

one eye sees,
the other feels.

–Paul Klee

finding your personal voice



Joe Oak, 2013

thank you

