Stills from the trailer for "Frankenstein" (1931)

Assignment 05: Architectural Trailer

Introduction:

The final assignment requires students to assemble their animations and diagrams into an architectural "trailer" of their precedent. Students will investigate sequencing their animations to tell a choreographed short story of their assigned precedent study. Included in the video should be diagrams, images, and text used to explain all the spatial relationships created through the first 4 assignments. Students may also experiment with sound, but this is not required. Please see below for an online article which explores the role of film trailers through the history of movies. Students can utilize certain cinematic effects like transitions, moving text, fade in, and fade out, to properly sequence their animations into their final trailer. Students will have 2 weeks to complete this assignment. A "rough draft" of the final animation will be due after the first week for review and comment. Students will then have a final week to edit or fine tune their animations before turning in their final movie.

Weekly Learning Objectives:
1. Research the techniques, values, and cinematic effects of movie trailers.
2. Summarize architectural concepts through a video narrative.
3. Apply cinematic and video editing techniques within an architectural setting.
4. Analyze relationships between different types of animations through overlays and transition effects.
5. Evaluate the effectiveness of animation to convey architectural concept through animation
6. Create a "trailer" showing the full analysis of the assigned precedent study

Assignment Checklist:
1. (1) final animation – about 1min to 1.5min long
    a. Sequence your animations into a final video
    b. Include diagrams from assignment 1
    c. Add images of your precedent study that will help showcase your intent / study
    d. Add small amounts of text to explain moments of interest
    e. Utilize transition effects, image effects, and text effects to add a cinematic like quality to your final video
    f. Check out the article linked below for inspiration on how to produce different effects that are used in movie trailers.

Course Resources:
   Tutorials: Please use the following link for the recorded tutorial that will help you complete this assignment:
   - https://youtu.be/8YigRHMI-DM – this will cover the following:
       o How to use AfterEffects to create your final video
   - Reading on movie trailers - http://www.hopesandfears.com/hopes/culture/film/214473-epic-history-movie-trailers-mad-max-independence-day

Week Review:

Students should be able to use proper sequencing and video editing effects to create a short video which narrates the full analysis of the precedent study. Students should be able to combine imagery, text, and video using overlays and transition effects.