Questionnaire for Project

by Katarina Countiss

Question #1 What do you consider to be your design strengths? Please be specific.

I think that documentation is a big part of design. It's about being able to remember and share your process with your future self to repeat or improve upon past results. I feel like it's a strength of mine because I do it all the time. I organize my thoughts and learnings in this here blog and that skill has lead to many improvements and ponderings.

Question #2 What do you consider to be your design weaknesses? Please be specific.

I think my design weaknesses is type. I convince myself when I am done with each typographic assignment that the squiggles of the English language will always be ugly despite what font it's in. I don't push my type exploration far enough.

Question #3 Describe your most successful graphic design project you have done, this can be either a class assignment or an outside project. Including your thoughts on what made the project successful.

Summer and Evening Program Campaign This is the most successful design project I have done. It was a team effort, including another 1st-year graphic design student and a publishing arts student. My roles were in part, design, art direction, project management. The project was successful because we had a good idea and a great strategy and we were realistic with our deliverables.

Question #4 In a short but thorough explanation, please brainstorm a list of any and all ideas you currently have interest in investigating for your project.

My project idea #1. I create and design a game. I will start with concepting and then designing the cards and then in the final quarter creating a Kickstarter video to market it. My project idea #2. I create and design a segment for YouTube using AfterEffects.

Question #5 Do you intend for the content of this project to be personally or professionally motivated? Please be specific.

I intend for the content of this project is to be personally motivated. I have a penchant for animation and find that my patience knows no bounds when I am bringing something to life.

Question #6 What techniques, materials and media do you anticipate experimenting with while developing your project?

I anticipate experimenting with video (PremierPro), animation (AfterEffects), and graphic design (Photoshop and Illustrator).

Question #7 What will your final deliverables be?
This quarter: Blog posts documenting my progress with learning the software and executing the project. The final school year project: 15 minutes of video uploaded to youtube

Question #8 Are your intentions for this project to be a self-contained piece (meaning that it will begin and end with the quarter), or do you view this project a starting point to create a larger body of work? Please be specific.

This will be a year-long project developing interactive techniques ultimately executed in a YouTube video.

Question #9 How many hours per week will you be able to realistically dedicate to this project, not including class time?

I will realistically dedicate 5 hours a week to this project.

Question #10 How will you determine the success or failure of this project?

I will consider the project a failure if I do not blog about it. If I blog the process, even if it turns out badly, I'll be able to persevere.

Question #11 What are the biggest things you have to both lose and gain from doing this project? Please be specific.

I have time and energy to lose (especially if the industry no longer values AfterEffects in nine months). To gain, I have valuable experience with a Software that I am interested in learning and a software that is professionally valuable.

Question #12 What would be your dream job and why? Please be specific.

My dream job is to be a creative technologist. I am interested in social media, information, sharing, and pretty much everything that Web 2.0 and soon 3.0 offer to provide society.

Question #13 What would be your dream company?

My dream company would be Digital Kitchen. I like a place that can work hard and play hard because that's the only way to get the best of creative minds.

Written October 9, 2012

Project AfterEffects

A proposal by Katarina Countiss

THE PROBLEM THE PROJECT WILL ADDRESS:

Due to the lack of AfterEffects as a class, I will create a curriculum and base of working knowledge of AfterEffects through online tutorials, AfterEffects Club meetings and independent study.

GOAL:

Proficiency in AfterEffects, documentation of process, the base to develop a self-study program for others pursuing this interest.

OBJECTIVES:

To be the foundation of knowledge to create a branded multi-media video experience. And Ultimately, obtain a position at Digital Kitchen where I can maximize my technology skills and creativity.

LENGTH:

October 10-December 12 2012 officially. Learning is a process that occurs over a lifetime of mistakes.

RESULTS:

A set of blog posts collating links, videos, excerpts from various media reflecting a basic understanding of AfterEffects, its common uses and examples.

A quarter project featuring different features of AfterEffects (different effects).

TIMELINE

WEEK 1: 10/15

Understand the flv format

WEEK 2: 10/22

Create a sense of motion without video

WEEK 3: 10/29

Masking

WEEK 4: 11/5

Integrate type and music

WEEK 5: 11/12

Parenting Nesting and expressions

WEEK 6: 11/19

Create Story Boards and Creative Brief for Quarter project

WEEK 7: 11/26

Quarter Project Rough Draft, get critique.

WEEK 8: 12/3

Quarter Project Rough Draft, get critique.

WEEK 9: 12/10

Presentation of Quarter Project

Written October 9, 2012