

FA/YSDN 4002 3.0 Type In Motion

Winter Term | Academic Year 2009 – 2010

Design Practicum | Elective for Design Majors

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Exercise 3 – Tell Me A Story

By now, you have the tools to understand the structure of a good story. It is time to create one.

This exercise calls upon you to **tell a story without words**. To do this, you are asked to revisit a story you are already familiar with – the emotional narrative you described in the first exercise. Using keywords from your description, you are asked to craft a story in five frames using the human figure (in any form) as your subject.

The Challenge

1. Choose five keywords or phrases from your description in Exercise 1.
2. Using the human figure as your subject, compose a still frame that conveys the essence of each keyword.
Consider:
 - **Progression** (where does the story begin? where does it end? what creates the most drama? what is the transition between frames?)
 - **Rhetoric** (use of humour, surprise, wit, satire, repetition, rhythm, etc.)
See: http://en.wikipedia.org/wiki/Category:Rhetorical_techniques
 - **Relationship** (the staging between subject (figure) vs objects, distance from camera, point of view, macro vs micro focus, etc.)
 - **Form** (experimentation with focus, depth of field, colour treatment, lighting, image manipulation, etc.)
3. Arrange your frames in the order that best conveys your story.
 - **Format:** Five 5”x5” square frames, arranged horizontally as a “comic strip”.
 - **Submission:** Submit as a single 25”x5” strip PDF for grading.

This is meant to be a simple exercise.

Well-refined technical execution is not necessary. Focus on creating **interesting** compositions that are easy for you to execute using still photography, sketch illustration, and/or found materials. The purpose of this exercise is to encourage you to look for simple solutions to represent complex or abstract concepts as “stories”, even if the end result does not literally relate to the concept, or even to the source material itself.

Due Week 4 – 10%

Please bring your results prepared for submission. Class presentation is completely optional.

Tips & Recommendations

- Keep it simple, but powerful.
- Don't be too literal – Abstract experimentation may yield the most genuine and emotional results.
- Embrace chaos. Push your techniques to produce results that are surprising and spontaneous.
- Reward “happy accidents” – Rather than perfecting each frame, aim to produce a lot of varied results from which to choose the best.
- Consider how you can use the figure to carry your “plot” as the subject, to create relationship between frames and create a sense of story and progression to your narrative.
- Choose keywords that inspire you.
- Keep in mind you may be inspired by your experimentation for possible creative directions in your projects – If a certain “look” or technique is working for you, you may explore it further in the projects.
- Please respect your classmates and return borrowed equipment promptly – within 24 hours.