

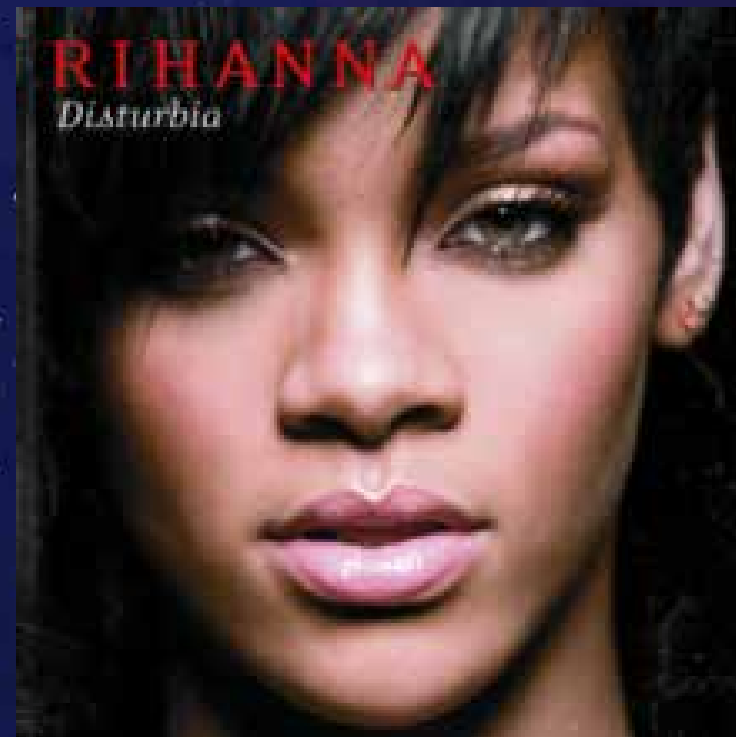
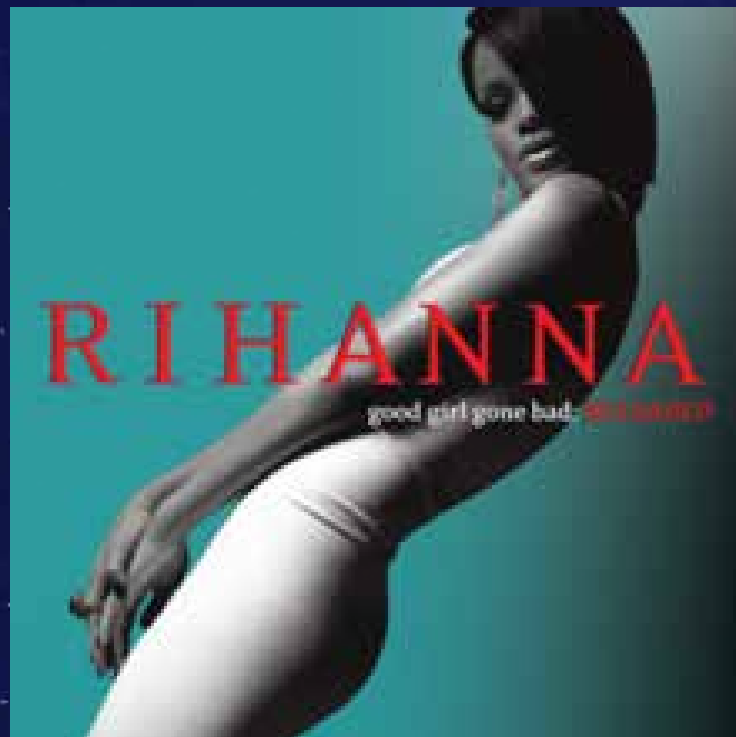


TYPOGRAPHY IN MOTION

Process Book

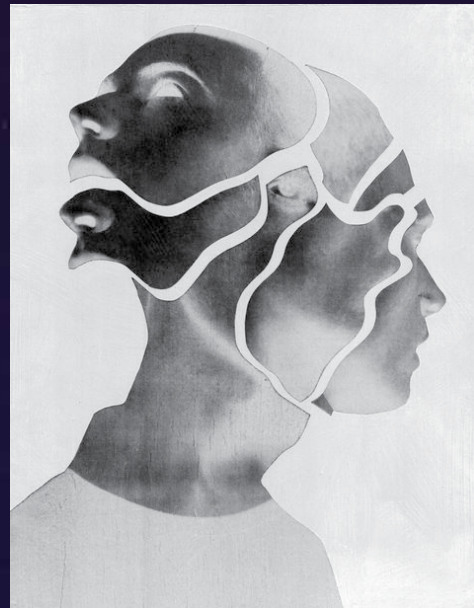
Kinetic Typography Lyric Video

DISTURBIA BY RIHANNA



Bum-bum-be-dum-bum-bum-be-dum-bum (what's wrong with me?)
Bum-bum-be-dum-bum-bum-be-dum-bum (why do I feel like this?)
Bum-bum-be-dum-bum-bum-be-dum-bum (I'm going crazy now)
Bum-bum-be-dum-bum-bum-be-dum-bum
No more gas in the rig
Can't even get it started
Nothing heard, nothing said
Can't even speak about it
Out my life, out my head
Don't want to think about it
Feels like I'm going insane, yeah
It's a thief in the night to come and grab you (uh-huh)
It can creep up inside you and consume you (uh-huh)
A disease of the mind, it can control you (uh-huh)
It's too close for comfort, ohh
Put on your break lights
We're in the city of wonder
Ain't gonna play nice
Watch out, you might just go under
Better think twice
Your train of thought will be altered
So if you must falter be wise
Your mind's in disturbia
It's like the darkness is the light
Disturbia
Am I scaring you tonight?
Your mind is in disturbia
Ain't used to what you like
Disturbia
Disturbia
Bum-bum-be-dum-bum-bum-be-dum-bum
Bum-bum-be-dum-bum-bum-be-dum-bum
Bum-bum-be-dum-bum-bum-be-dum-bum
Bum-bum-be-dum-bum-bum-be-dum-bum

Concept 1



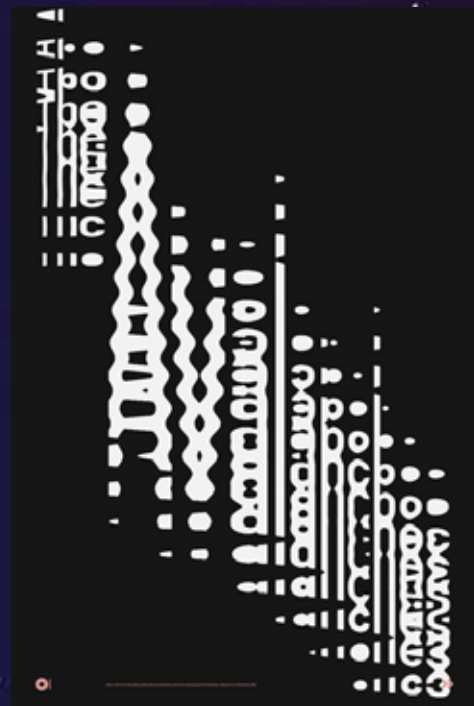
Collage Style

Paper Texture,

using photoshop, or could be stop motion.

Stylized Imagery representing the lyrics,
chopped up to symbolize a disturbed utopia.

Concept 2



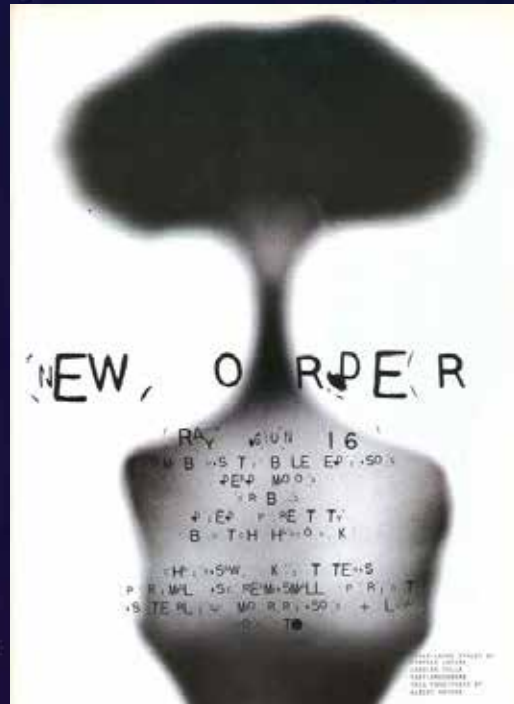
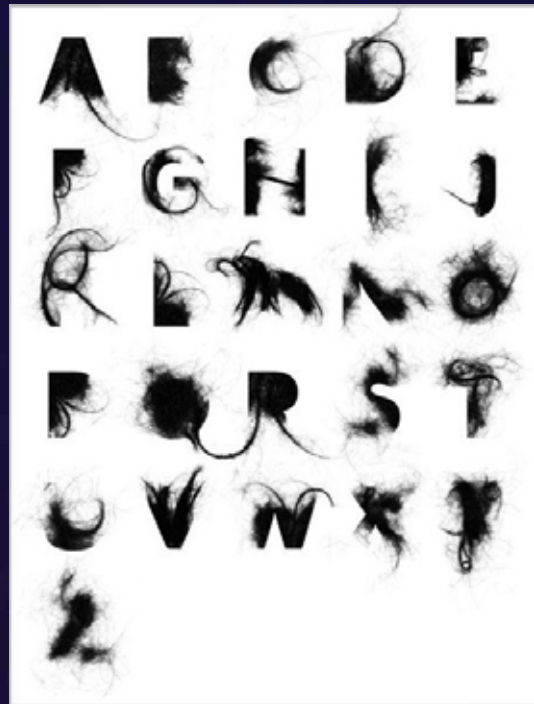
• Neon and Distorted Type

Type spins and morphs into shapes and lines to represent lyrics in the song.

Bright colors on dark background

TV static and VHS lines for texture

Concept 3

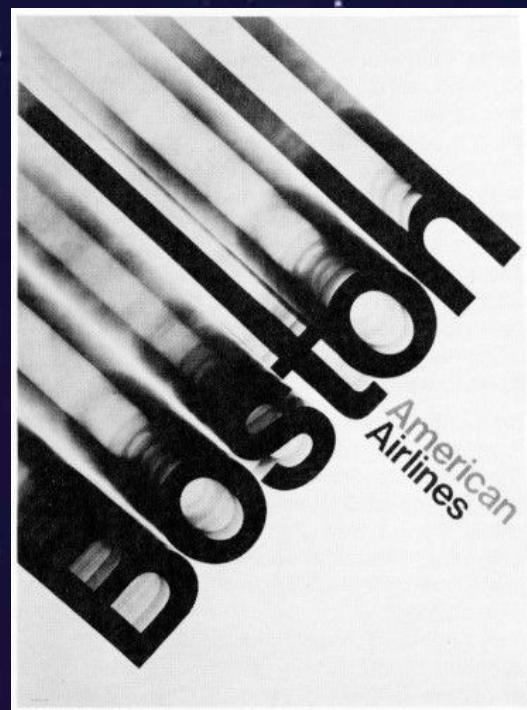
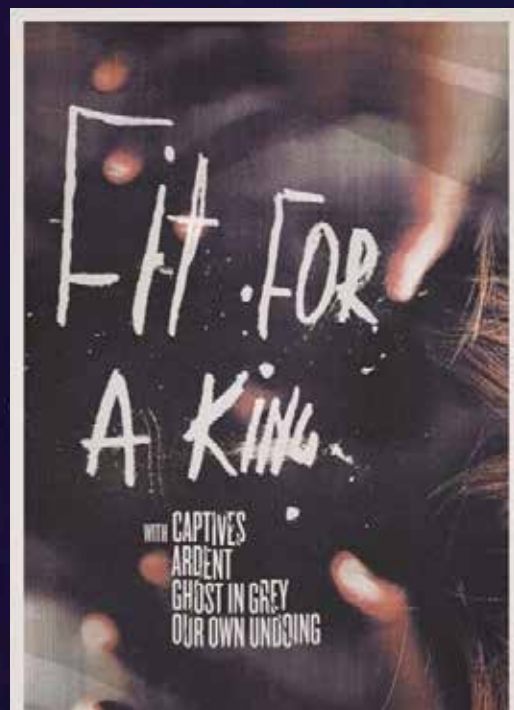


Paint and Smoke

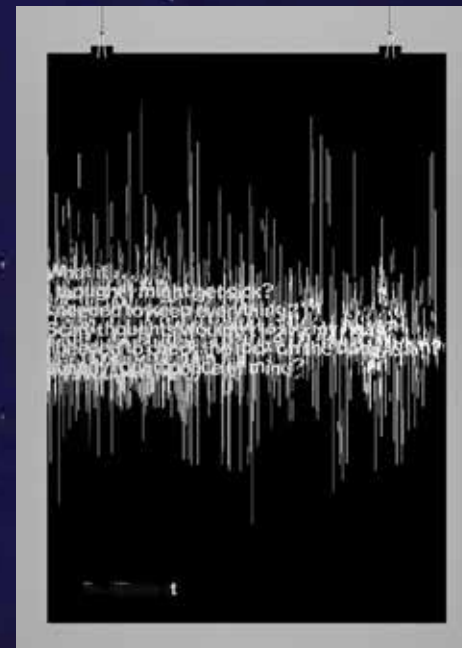
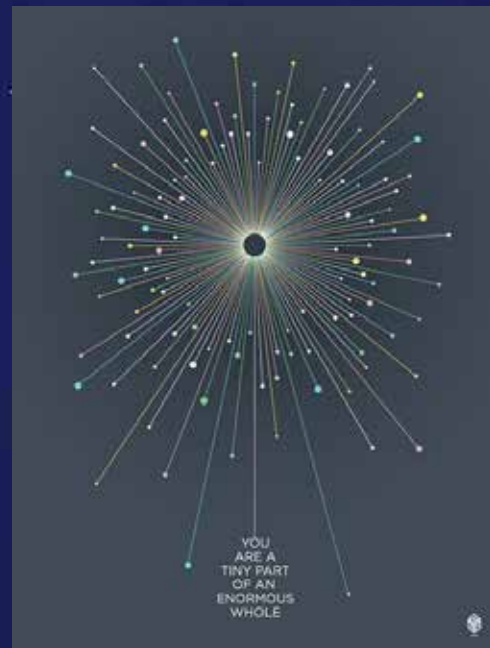
Hand done typography,
distressed and smudged.

Smokey and painted imagery.

blurry and slow video in background



Concept 4



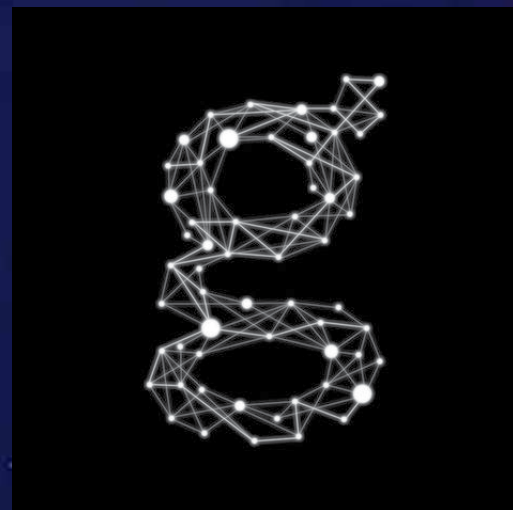
Astral

Thin lines and gradients

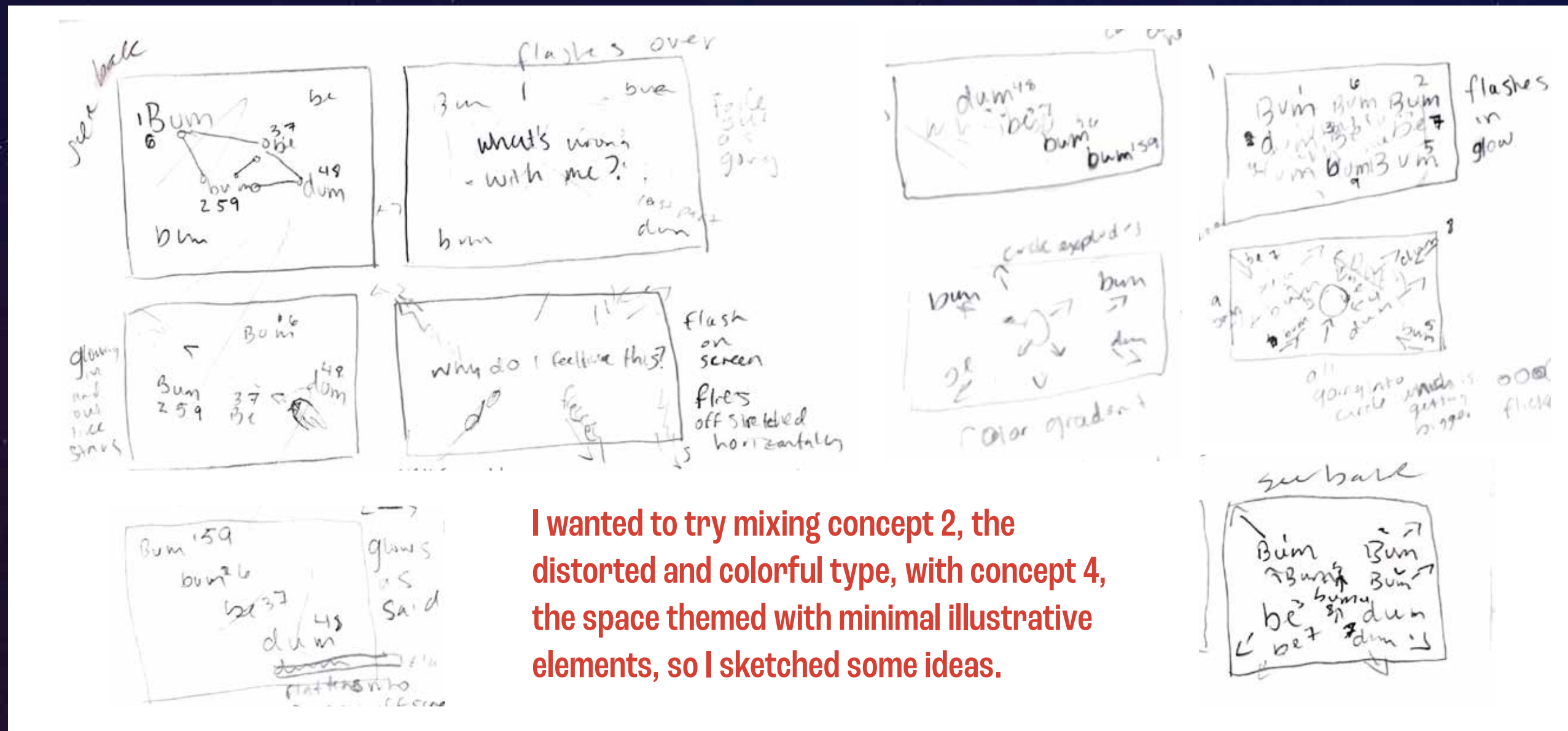
Star like images made with simple shapes,

Type with motion trails and distorted with lines and tracking.

Moves like shooting stars, simple thin illustrations.



Initial Sketches



I wanted to try mixing concept 2, the distorted and colorful type, with concept 4, the space themed with minimal illustrative elements, so I sketched some ideas.

Type Studies

Quador

DISTURBIA

Roc Grotesk

DISTURBIA

FILICUDI

DISTURBIA

Forma DJR Banner

DISTURBIA

Manofa

DISTURBIA

Condor

DISTURBIA

I knew that I wanted to have many different elements within my video, so I decided to look for and use one typeface that has many different weights. Roc Grotesk has 5 different styles within its family as well as multiple weights per style. It also has great readability which is important and a beautiful retro/futuristic style.

Type Studies

Roc Grotesk

Compressed

Condensed

Regular

Wide

ExtraWide

Roc Grotesk

Roc Grotesk

Roc Grotesk

Roc Grotesk

Roc Grotesk

Roc Grotesk

Roc Grotesk

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Layout Approach 1

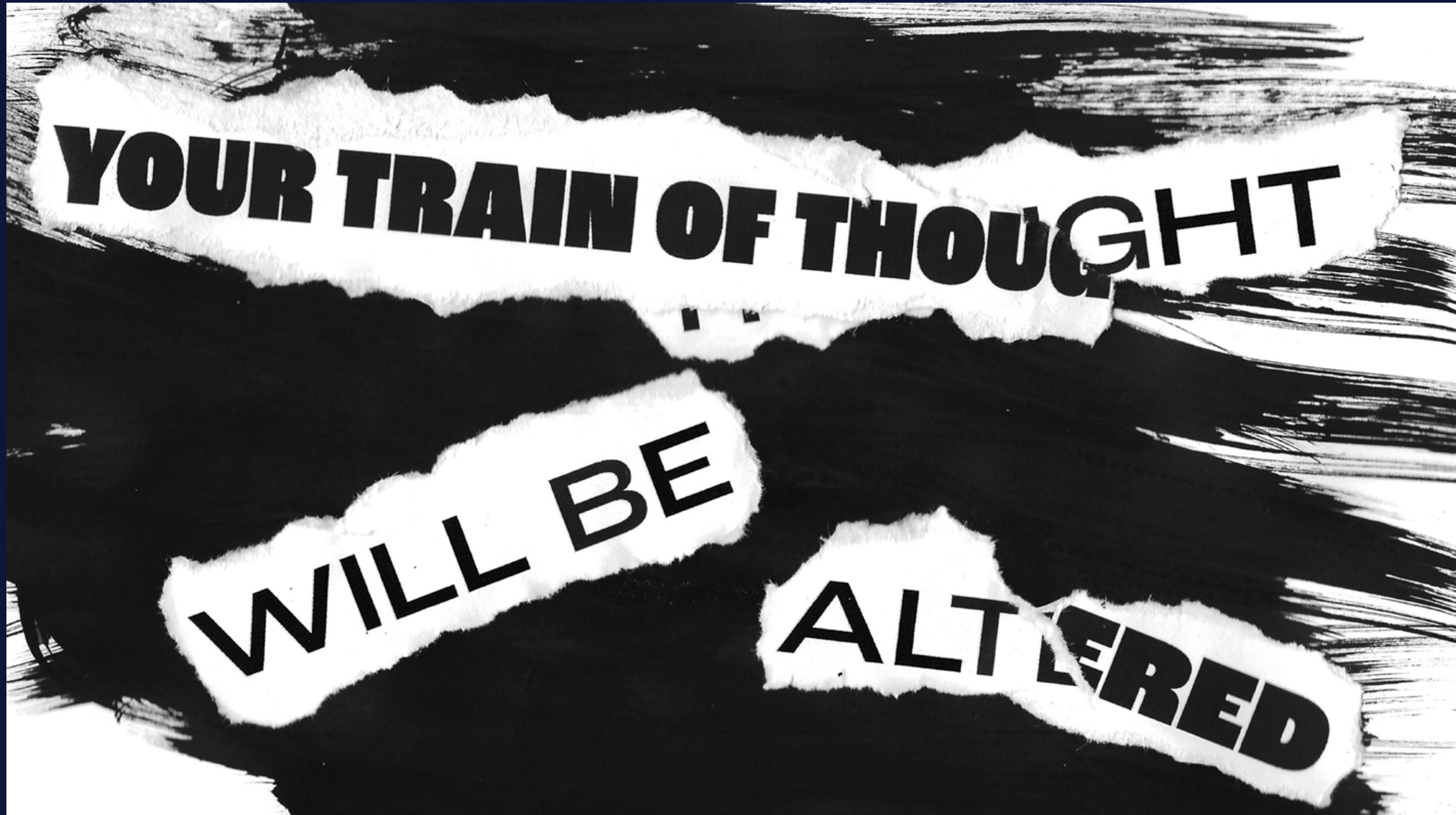
YOUR TRAIN
OF THOUGHT

WILL BE

ALTERED.



Layout Approach 2



YOUR TRAIN OF THOUGHT

WILL BE

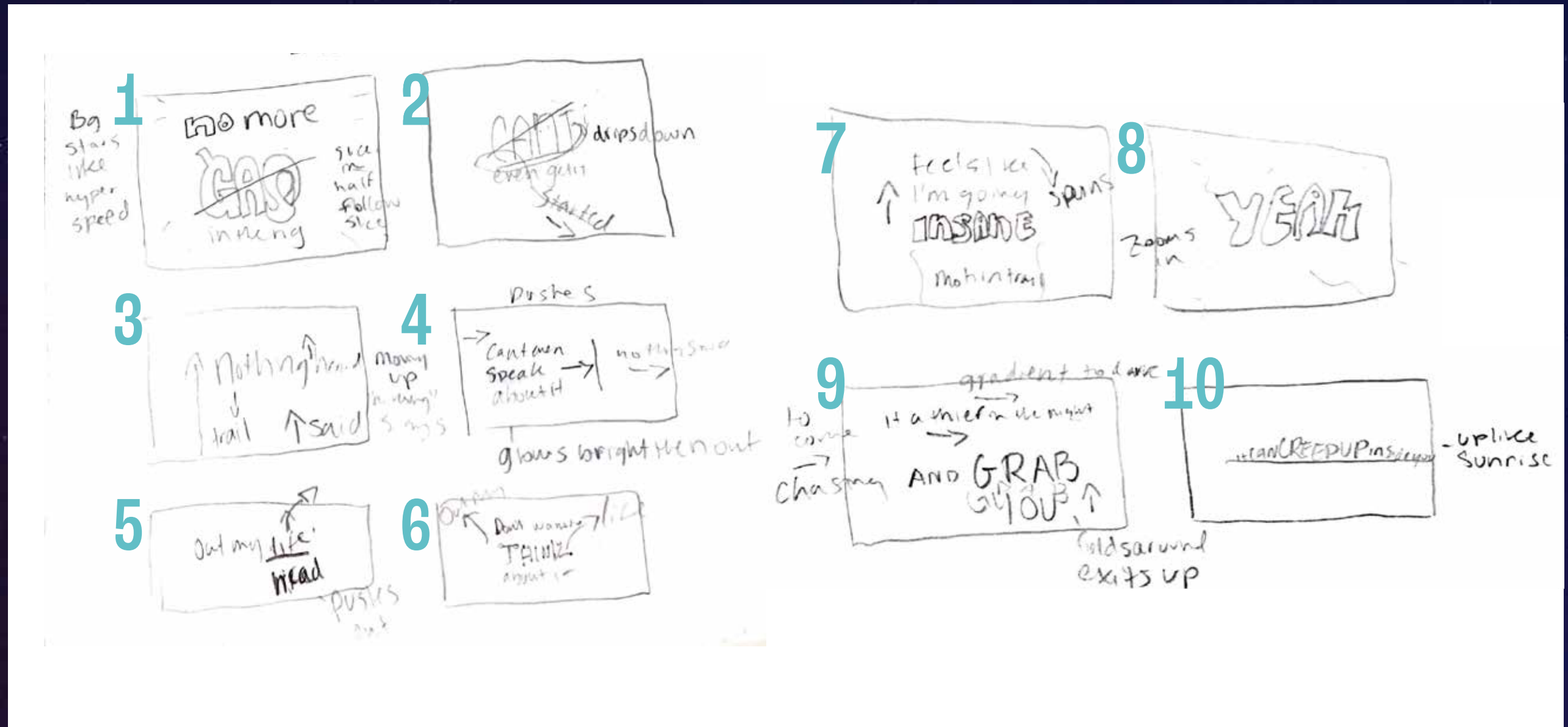
ALTERED

Layout Approach 3

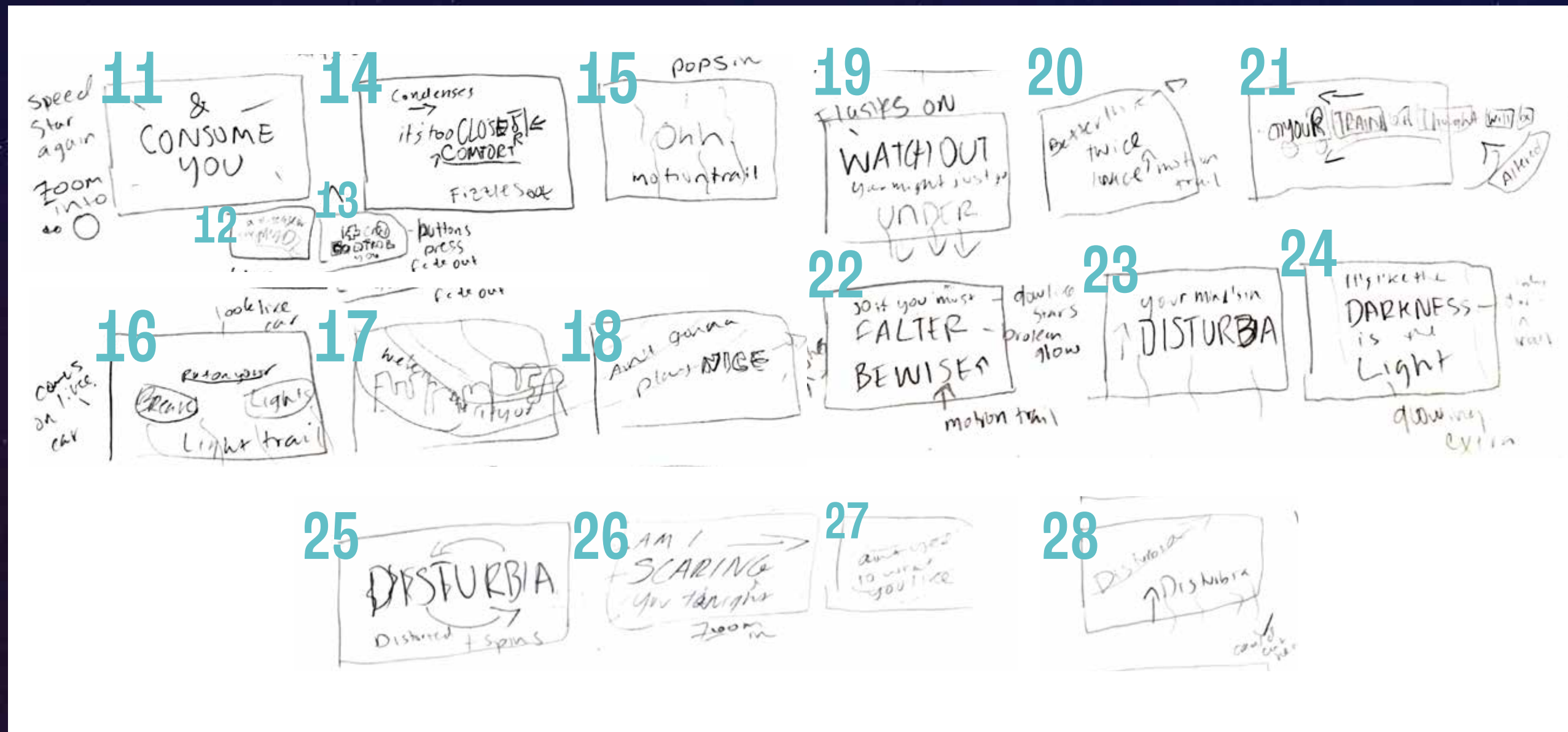


your TRAIN OF THOUGHT WILL BE ALTERED

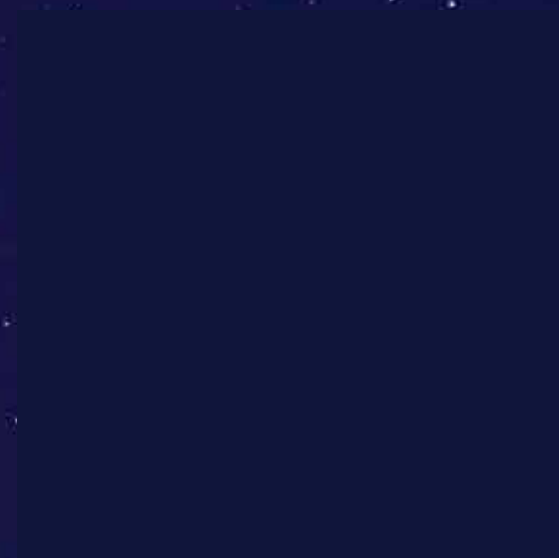
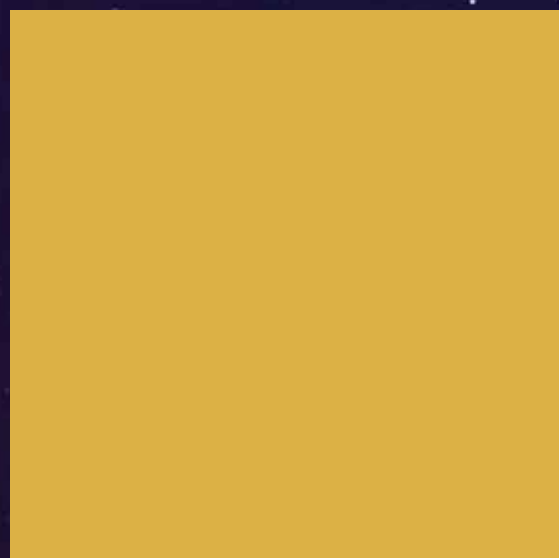
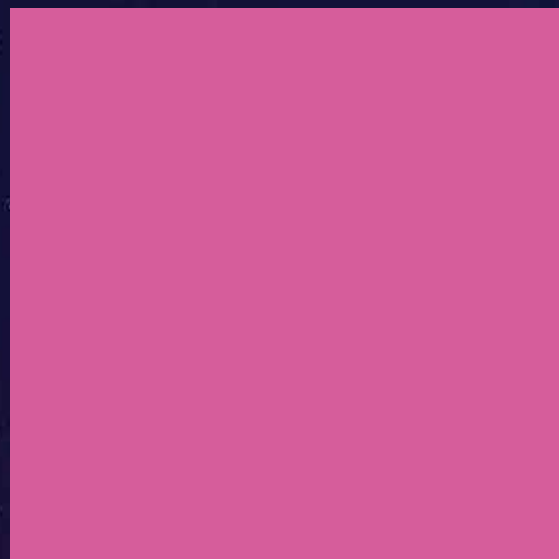
Storyboard



Storyboard



Color Palette



Refined Roughs

BUM

WHY DO I
FEEL
LIKE THIS

DUM BUM

NO MORE
GAS
IN THE RIG

CAN'T
STARTED
EVEN GET IT

NOTHING HEARD
NOTHING SAID

CAN'T EVEN
SPEAK
ABOUT IT

OUT MY **LIFE**

DON'T WANT
TO THINK
ABOUT IT

FEELS LIKE
I'M GOING
INSANE

IT CAN CREEP UP INSIDE YOU

Refined Roughs

&
CONSUME
YOU

IT CAN
CONTROL
YOU

IT'S TOO CLOSE **FOR**
COMFORT

WATCH OUT
UNDER
YOU MIGHT JUST GO

YOUR MIND'S IN
DISTURBIA

AM I
SCARIN'
YOU
TONIGHT?

AIN'T USED
YOU
TO WHAT

DISTURBIA
DISTURBIA
DISTURBIA

Final Layouts

BUM

WHAT'S WRONG WITH ME?

NO MORE

GAS

IN THE RIG

FEELS LIKE
I'M GOING
INSANE

IT CAN CREEP UP INSIDE YOU

PUT ON YOUR

BRAKE

LIGHTS

MONSTER

AIN'T
GON'
PLAY NICE

BETTER THINK
TWICE

your TRAIN

SO IF YOU MUST
FALTER

BE WISE

DISTURBIA

DISTURBIA

video