

## **Project definition**

In this project, the idea is making a graphic motion for El Lissitzky's '*About 2 Squares*' book. It won't be just flying objects transform into static visuals; the visuals will directly animate the story.

## **Objectives & goals**

With this project;

- The story will be animated with the visuals that El Lissitzky used in his book '*About 2 Squares*'. So, the exact story will be told both by the basic shapes and the motions of the visuals.
- Personally, it is going to be challenging for me to use graphic motions for the first time as a tool.

## **Target audience/user**

Who are interested in arts, storytelling by basic visual shapes, and graphic motions.

## **Background information**

In the time of the Soviet Russia, it must be challenging to tell a story with basic shapes and give the impression with basic colors. El Lissitzky, who is one of the most well known Russian Constructivists, designed his book '*About 2 Squares*' in the time of communism. It would be interesting to see a graphic motion of El Lissitzky's story.

The most challenging thing in this project is the quality of the motion graphics. El Lissitzky designed his book '*About 2 Squares*' with the artistic philosophy of Constructivism in 1922. So the quality of the project should not be lower than the quality of the original work, and should not give a false impression.

Another challenge for me is the use of the tool; Adobe After Effects. Without any experience of using Adobe After Effects, the project should represent dynamism, that is the reason of using Adobe After Effects. Experiencing that tool will serve for the future ideas/ projects of mine. With this project I personally hope to learn making a graphic motion video by using Adobe After Effects, and telling a story with basic shapes.

There are lots of graphic motion videos on Vimeo, YouTube etc... Here are some examples for motion graphics;

<http://www.vimeo.com/5239398>

<http://vimeo.com/7615900>

<http://vimeo.com/7936431>

<http://vimeo.com/13395858>

<http://vimeo.com/7892883>

<http://vimeo.com/9222280>

<http://youtu.be/C8oiwnNlyE4>