

Welcome to:

CREATING “*KILLER*” GRAPHICS

MIPA Fall Conference 2014

CRIME SCENE

DO NOT CROSS

NATHAN BUSH

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Digital Photography

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SWWC Video News Production

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Mr. BUSH'S Digital World @ **SALINE HIGH SCHOOL**

Digital media classes taught by Mr. Bush include digital photography, video production, and video news production as part of the South & West Washtenaw Consortium.


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CHASE STANTON

Station Manager @ Saline Community Television Network
Freelance Videographer



Chase Stanton

Videographer at Baran Video Productions
Ann Arbor, Michigan | Broadcast Media

1st

Current	Saline Community Television Network, Baran Video Productions, Freelancer
Previous	Ann Arbor Community Television Network
Education	Eastern Michigan University


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59 connections

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Contact Info

Background

 Summary

I currently manage Saline's Community Television Network (www.sctn.org), but am looking to increase my knowledge and skills in other aspects of videography and editing. I want to branch out into private and internet video sectors as well as event videography. I have experience shooting, editing and creating motion graphics.

WARNING

We are about to talk ***badly*** about teachers . . . close the doors!

SIX TIPS FOR:

CREATING “*KILLER*” GRAPHICS

And maybe a couple bonus ones too!

CRIME SCENE

DO NOT CROSS

TIP #1 GO BOLD

- Think about newspapers ...
- Remember those?





The long & short of it

Hollywood has come down with a serious case of title elongation, with summer releases sporting book-length titles to attract moviegoers' attention

BROOKS BARNES

PITY the high school students whose summer jobs involve changing movie theatre marquees. Hollywood has come down with a serious case of title elongation. That is, if you can figure out the title at all.

There was a time when summer movies came with tidy, muscular names: *Speed*. *Armageddon*. *Twister*. Now, with studios churning out more sequels than ever, and eager to link their new releases to existing brands or signal a franchise in the making, titles have grown exponentially.

television commercials. The full title appeared on the screen, but the voice-over at the end urged people to attend 'Dragons'.

None of these titles are selected without debate by studio executives and, in some cases, they are determined by focus group testing. With sequels, the strategy is generally to avoid adding a numeral, and to come up with a subtitle that makes the movie seem less of a rehash and more worthy of standing on its own. It won't be *Kung Fu Panda 2*, but rather *Kung Fu Panda: The Kaboom of Doom*.

The exception, marketers say, are movies for which the genre is more of a draw than the content. People don't go to

Raider: The Cradle of Life. Last year there was *Night at the Museum: Battle of the Smithsonian* and *Transformers: Revenge of the Fallen*.

And filmmakers over the decades have used elaborate titles to convey humour. The short *I Killed My Lesbian Wife, Hung Her on a Meat Hook, and Now I Have a Three-Picture Deal at Disney* marked Ben Affleck's directing debut in 1993. *Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan* arrived in 2006. And, of course, there was Stanley Kubrick's *Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb*, all the way back in 1964, and, three years later, the

U. S. DECLARES STATE OF WAR

One Battleship Lost, 1,500 Killed in Hawaii

FDR Aide Bares Toll In Air Raid

Navy's Failure To Block Quick Blow Explained

WASHINGTON, Dec. 8 (UP).—The United States forces have destroyed "a number of Japanese planes and submarines" in operations against Japan in the battle of the Pacific, the White House announced today, and the Japanese dive bomber attacks on Hawaii left 3,000 casualties. White House Secretary Stephen T. Early announced that 1,500 persons were wounded and about the same number killed in the dive bomber attacks which Japan launched on the island of Oahu at dawn yesterday. He added that despite the large number of bombs dropped upon the city of Honolulu itself, there were relatively few casualties there.

Asked how he deemed it possible for the Japanese aircraft to pierce the outer defenses of the United States' strongholds in the Pacific, Early gave this explanation as representing "expert consensus":

"Probably most if not all of the planes that attacked came from Japanese carriers. The planes were the dive-bomber type. The attack came at dawn and the carriers naturally would have had all night, under cover of darkness, to approach."

Counter-Offensive Begins

Naval officials, meanwhile, said that the counter-offensive against Japan began the moment the first Japanese bomb exploded on the islands.

The White House statement said:

Japanese Embassy Staff Burns Papers



Now We Know—and We Stand Firm

After the first cold, brutal shock, after the flaming resentment, born of surprise and pain, one can hear on all sides now: "Well, at last we know where we stand."

With the reports still coming in and still lacking confirmation of the sinking of this battleship and that, and the downing of so many planes and the quick, sudden death of men caught in their barracks, so much at least is certain—"At last, we know



Lone Vote Against War Cast Following President's Appeal

WASHINGTON, Dec. 8 (UP).—Congress today proclaimed existence of a state of war between the United States and the Japanese empire 33 minutes after the dramatic moment when President Roosevelt stood before a joint session to pledge that we will triumph—"so help us, God."

The senate acted first, adopting the resolution by a unanimous roll call vote of 82 to 0.

(See LONE VOTE AGAINST, Page 7, Column 1)

By Lyle C. Wilson

(Associated Press Correspondent)

WASHINGTON, Dec. 8 (UP).—President Roosevelt today in person asked congress to declare that "a state of war has existed between the United States and the Japanese empire" as a result of Japan's "unprovoked and dastardly attack."

The President made his request to a joint session of congress, giving it a brief but detailed account of Japan's attack on American territory yesterday—a date which he said "will live in infamy."

"The facts of yesterday speak for themselves," he said. "The people of the United States have already formed their opinions and will understand the implications to the very life and safety of our nation."

"As commander-in-chief of the army and navy, I have directed that all measures be taken for our defense."

"Always will we remember the character of the onslaught against us."

He predicted that the American people "in their righteous might

British Join U. S. in War

: Late War Bulletins :

NEW YORK, Dec. 8 (UP).—The National Broadcasting company's correspondent at Manila reported today that "Manila is now under Japanese bombardment."

NEW YORK, Dec. 8 (UP).—Federal bureau of investigation agents and New York police at 6 a. m. today had rounded up 85 Japanese in New York City considered "dangerous" to the country's security. Most of them were taken to Ellis Island, but some were detained for questioning.

NEW YORK, Dec. 8 (UP).—The German radio announced today that Manchukuo had declared war on the United States and Great Britain. NBC heard the broadcast.

NEW YORK, Dec. 8 (UP).—At least 200 casualties were reported today after two air raids on the Philippine islands by high-flying Japanese planes. Thomas Worthington, CBS correspondent in Manila, said today in a broadcast from that city.

ROME, Dec. 8 (UP).—The Rome radio today blamed hostilities in the Far East on President Roosevelt, saying "as a result of Roosevelt's war mongering program the first hostilities occurred between Japanese and American forces."

Nazis See 'World Curse' on FDR; U. S.-Reich Status 'Unimportant'

BERLIN, Dec. 8 (UP).—A Wilhelmstrasse spokesman said today the curse of the entire world would rest upon President Roosevelt, whom he called "the father of war," as he commented on the Far Eastern war.

He said he was not authorized to expound on the international angle as to who was the aggressor. However, he stated: "But from my commentary there should be little doubt about that."

As seen from a historical point of view, he asserted, it was unimportant whether war would be declared between Germany and the United States as a result of Far Eastern events.

LONDON, Dec. 8 (UP).—The Exchange Telegraph agency reported that 30 planes bombed Hong Kong this morning, causing slight damage.

LONDON, Dec. 8 (UP).—Reuters said in a dispatch from Singapore today that a British communique declared "it is unofficially reported but not confirmed that mustard gas has been 'dropped' in Japanese attacks on Malaya."


TIP #2 CHOOSE APPROPRIATE *Fonts*

- Readability is key
- SIZE matters
- Limit thin and swirly
- Save *FANCY* for special occasions









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ABCDEFGHIJKLMNOPQRSTUVWXYZ#


Fancy Cartoon Comic Groovy Old School Curly Western Eroded Distorted Destroy Horror	Fire, Ice Decorative Typewriter Stencil, Army Retro Initials Grid Various	Foreign look Chinese, Jpn Arabic Mexican Roman, Greek Russian Various	Techno Square LCD Sci-fi Various Bitmap Pixel, Bitmap	Gothic Medieval Modern Celtic Initials Various	Basic Sans serif Serif Fixed width Various	Script Calligraphy School Handwritten Brush Trash Graffiti Various	Dingbats Alien Animals Asian Ancient Runes, Elvish Esoteric Fantastic Horror Games Shapes	Bar Code Nature Sport Heads Kids TV, Movie Logos Sexy Army Music Various	Holiday Valentine Easter Halloween Christmas Various
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How to install a font (details in the [Help](#) section)
Extract the files you have downloaded, then:

- **Windows 8/7/Vista:** Right-click on the font files > "Install"
- **Windows XP:** Put the font files into C:\Windows\Fonts
- **Mac OS X:** Double-click the font file > "Install font" button. [Other OS...](#)

Recently added fonts

26,012 fonts of which:
6,966 with accents
7,932 with the Euro symbol



TIP #3 CONTRAST COLORS

- Choose colors that contrast
- Avoid really **BRIGHT** colors

Light vs. Dark

Light vs. Dark

Light vs. Dark

Light vs. Dark

Light vs. Dark

Light vs. Dark

TIP #4 ADD DEPTH

- Drop Shadows
 - grey or black only
 - fall down at an angle
- Outlines (aka: stroke)
 - contrast
 - thickness tricks



Drop Shadows

Outlines

TIP #5 STAY CONSISTENT

- Develop a theme
 - color | font | style
- “Template-ize” your graphics
- Don’t reinvent the wheel
 - Copy and Paste



TIP #6 BE BRIEF

- Key points only
- Paraphrase
- No one wants to READ a video

Too much text on a screen is hard on the eyes. No one wants to look at a video and have to read an entire screen of information. Paraphrase the key points. Use bullets and create lists if necessary. If you have lots of information to express, add a voice over and explain the details that aren't on the screen.

EXAMPLE

- Key points only
- Paraphrase
- No one wants to READ a video

This is Better

- Paraphrased
- Bulleted lists
- VO's if necessary

SUMMARY

Tip #1: Go Bold

Tip #2: Choose Appropriate Fonts

Tip #3: Add Depth

Tip #4: Choose Contrasting Colors

Tip #5: Stay Consistent

Tip #6: Be Brief

#Bonus Tip: **MOTION ME**

- A little *MOTION* in a graphic goes a long way