AN INTERVIEW WITH CARDI B

Kinetic Typography



Content Synopsis

Throughout this document there are certain elements that users/viewers can interact with to reveal more information, images, and/or video footage.

Most images are hoverable, unless there are more more than 2 states that need to be seen. Some of the larger title and text images are linked to youtube videos, or other material.

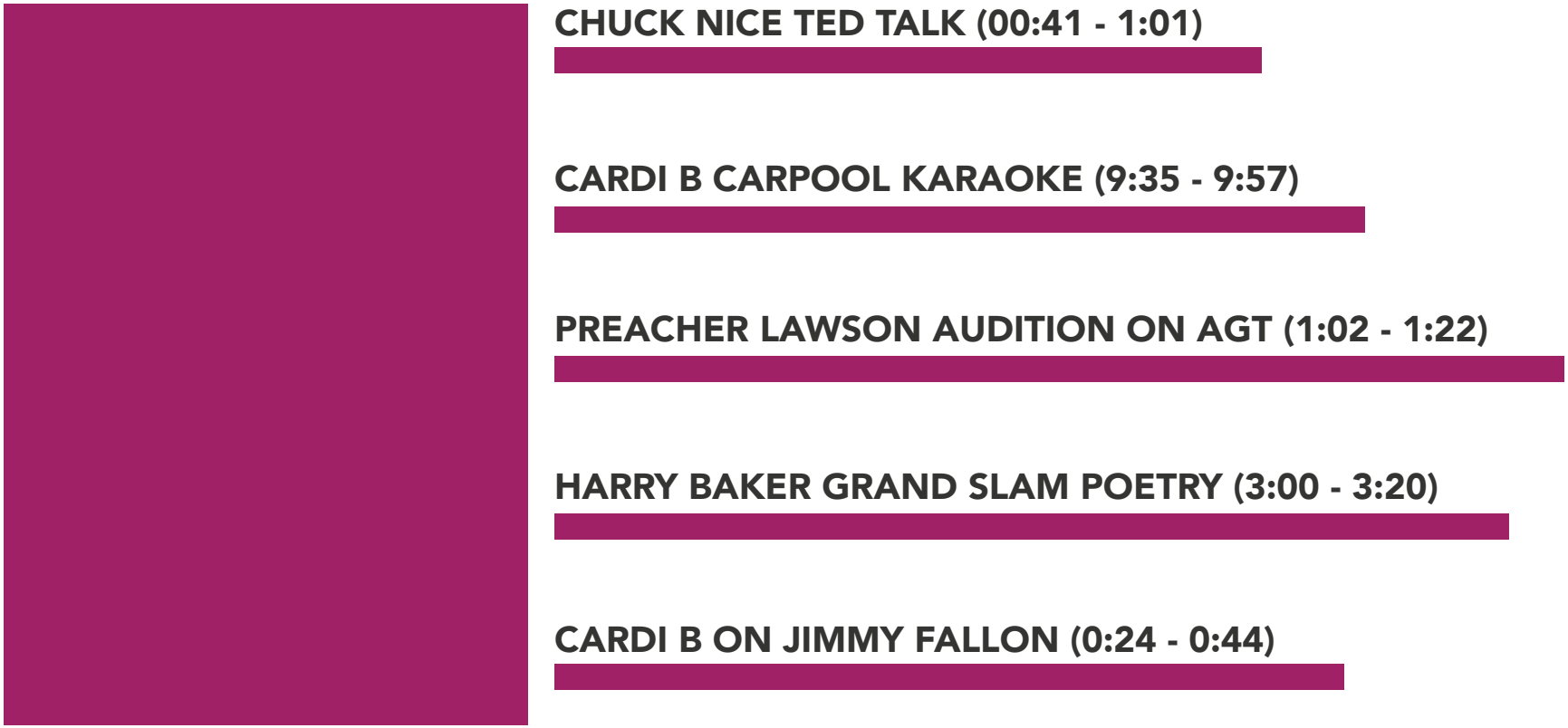
Each page has text directing users on how to interact with the content.

Design Statement

My main goal while creating my kinetic type video was to find a balance between animating enough to embody Cardi B's excentric personality, but not overcomplicating the video and lose the text to animations or vice versa. I made sure to do this in 2 different ways. The first wasy was using visuals to match Cardi B's personality. The other way was using the animations to again bring in her aesthetic. Finding the perfect balance was challenging at some points, but overall I feel I was able to reach my goal.

WEEK 1 / FINDING AN AUDIO CLIP / TAKE HOME EXERCISE 1

IN CLASS 1
TAKE HOME EXERCISE 1



Hover over the bars to see explanations, click on the titles to go to links

WEEK 2 / FINALIZING AUDIO & TYPEFACE EXPLORATION

IN CLASS 2
TAKE HOME EXERCISE 2

gill sans

Gill Sans Gill Sans **Gill Sans**

I knew I wanted a sans serif font. At first I was looking for something similar to Cardi B's album cover like impact or Din Condensed Bold, but the fonts I were finding only came/appeared as they appeared on her covers. I wanted to find something with different font weights, just so I could play with using the weight as a tool to enhance my type. This is when I decided on Gill Sans.

I feel Gill sans is a solid choice to express Cardi B's voice (and flamboyant personality), but still stay within the boundaries of fonts that aren't too wild looking that it would be illegible. Gill sans has some style specific to itself, but still has an overall clean and simple shape to the letters. I also choose it because of all the different font weights and styles I could chnage to and from. The more option in weights, I feel the more animation opportunities and visual heirarchy I can play around with.

Gill Sans was developed to used as a display font that could be used in advertisments and posters. It was also intened to be used for small blurbs of text, as it is easily legible at small sizes. It became wildly popular throughout the UK, and was named the "British Helvetica."

Since the typeface is pretty versitile in the ways that it can be used for both display (titles and posters) and small text pieces, I feel this will help in creating a really cool, polished looking video of kinetic type. The animations and small graphics I do I hope will enhance it as well.

WEEK 2 / ADDITIONAL TYPEFACE EXPLORATION

IN CLASS 3
TAKE HOME EXERCISE 3





After submitting in class and take home exercises 2, I felt unsatisfied with my typeface choices. I decided to do some more digging and researching. I started off continuing to look for typefaces closest to Cardi's latest album cover, Invaision of Privacy. The third typeface (Impact), and the fourth typeface (Din Condensed Bold) are the closest to her album cover. The next two groups of the typefaces is a little more adventurous, as I started exploring typefaces with a little more contrast. These typeface include Britannic Bold, Century Goth, Gill Sans, and Didot. The final group of typefaces is the most decorative typefaces, and the group of typefaces I choose to use. Righteous (the first typeface) was my final choice. I felt it was the perfect typeface that had personality, but wasn't too decorative to be used for any text over one word.

These images above show my process while I narrowed down my typeface choices. I ended up choosing Righteous. The fourth image shows further typeface exploration. While drawing story boards, I realized that having all the text in Righteous didn't look right, as it looked too complicated. I knew I had to pair this decorative typeface with a pretty plain typeface, but I didn't want to use something super basic like avenir or futura. The typeface I chose in the end was Arial Rounded MT.

Click on the image to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION

IN CLASS 3
TAKE HOME EXERCISE 3







Hover over the images to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION



I began with doing very general color palette research, resorting to images and pins from a pinterest page I created specifically for color palettes. These colors I feel are very complementary to each other and overall could create really pretty imagery, but this wasn't bright enough to represent Cardi B.



Similar to the last palette, I loved how these colors worked together. Again I ened up not using these, as they simply didn't embody Cardi B's personality. It was at this point I began to think about using yellow and pinks, as for some reason I always associate these colors with Cardi B.



This image began to get a little closer to the ideal colors I wanted to use. The soft yellow complemented with the pink and the purple undertone taupe/grey were more Cardi B, but still wasn't right to me. It was this palette that reminded me of one of her music videos, "I Like It."

Hover over the image to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION



All of the images on this page are stills from Cardi B's music video "I Like It" that she released on May 29, 2018. These colors, especially the rich deep purple, began to feel more bold and representitive of Cardi B. Still I felt unsure of how to use these colors to represent her in the best way possible.



I loved these colors, as they felt more in touch with Cardi B being from her own music video. However, they were still too light and soft for the vibe I was trying to attain.



With this palette, I really liked the fuschia, yellow, and orange combo. I still was unsure, but I kept it in mind while exploring a little more.

Hover over the image to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION



After looking at Cardi's music video, I thought to look at her fashion choices for further inspiration. I continued the theme of looking at image and videos of Cardi B and looked at her past outfits to really get a sense of her personality. I was looking for signature colors and little stylistic things I could interpret and recreate with type and color.



At this point in my research, I began to notice that pink was a reoccuring color in her brand. My next slide of color research focused on different pinks and finding colors that coordinated with those.

Hover over the image to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION



This palette shows the colors closest to the ones I actually used. I decided that a palette with any more colors than this could get too complicated, and not look cohesive.



I really liked this palette, as each color is super bright and fun. It reminded me of some of the outfits I've seen her wear, but it just didn't feel very Cardi B to me in terms of her personality. I just can't see Cardi B being represented by teal or turquoise-like colors.

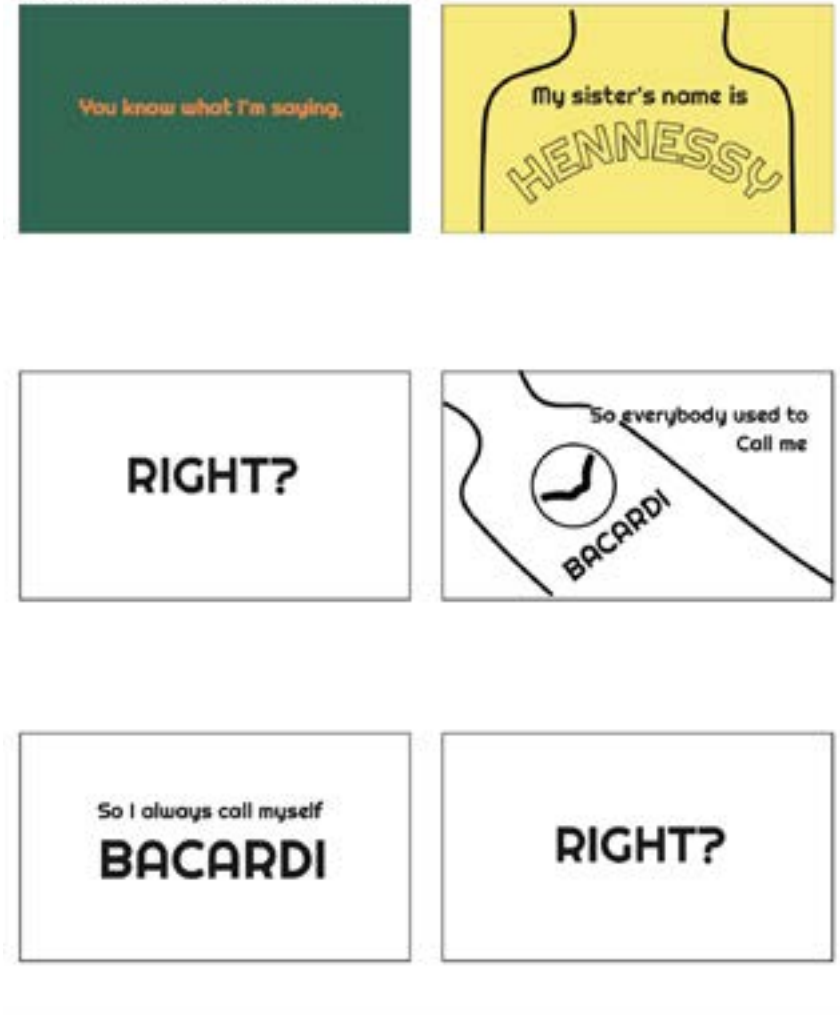


This palette was one of my final choices. Like I said eariler, the different shades of pink were something I was leaning towards, so adding in pops of green and an seafoam green was super appealing. The greens also reminded me of a makeup look I saw Cardi B wear at some point. (I couldn't find the picture)

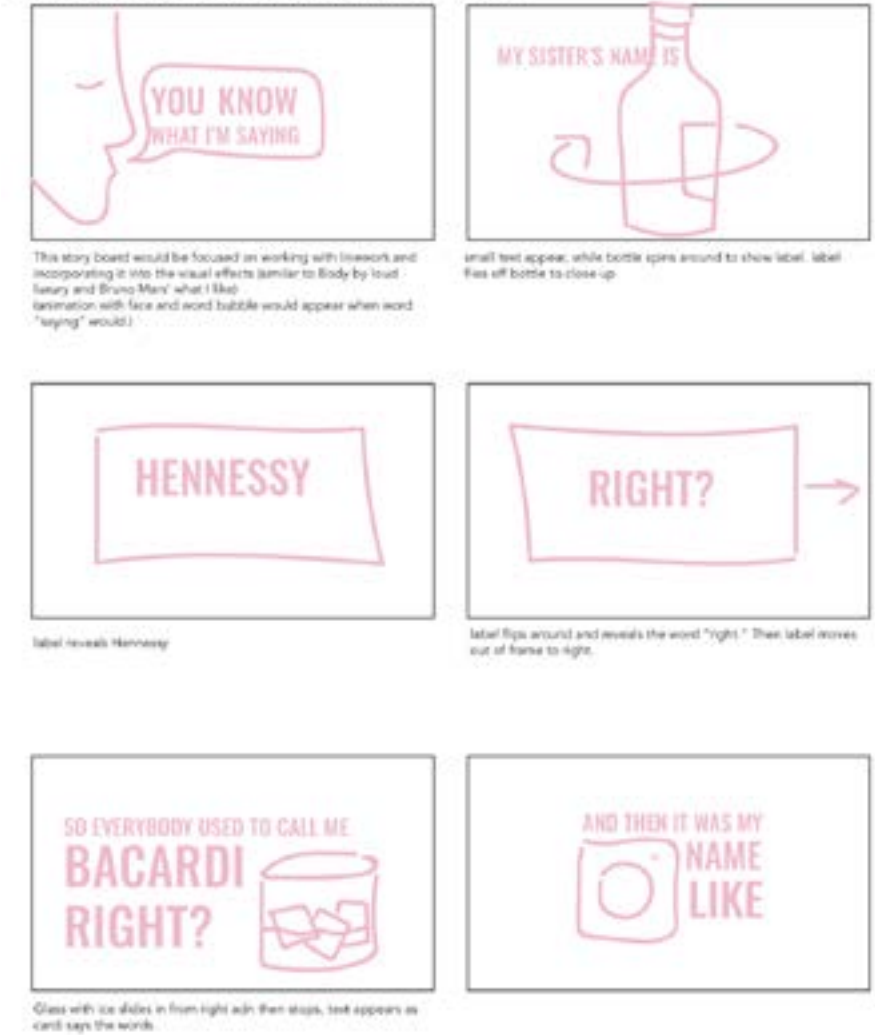
Hover over the images to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION

STORYBOARD 2



STORYBOARD 3



Click on the images to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION

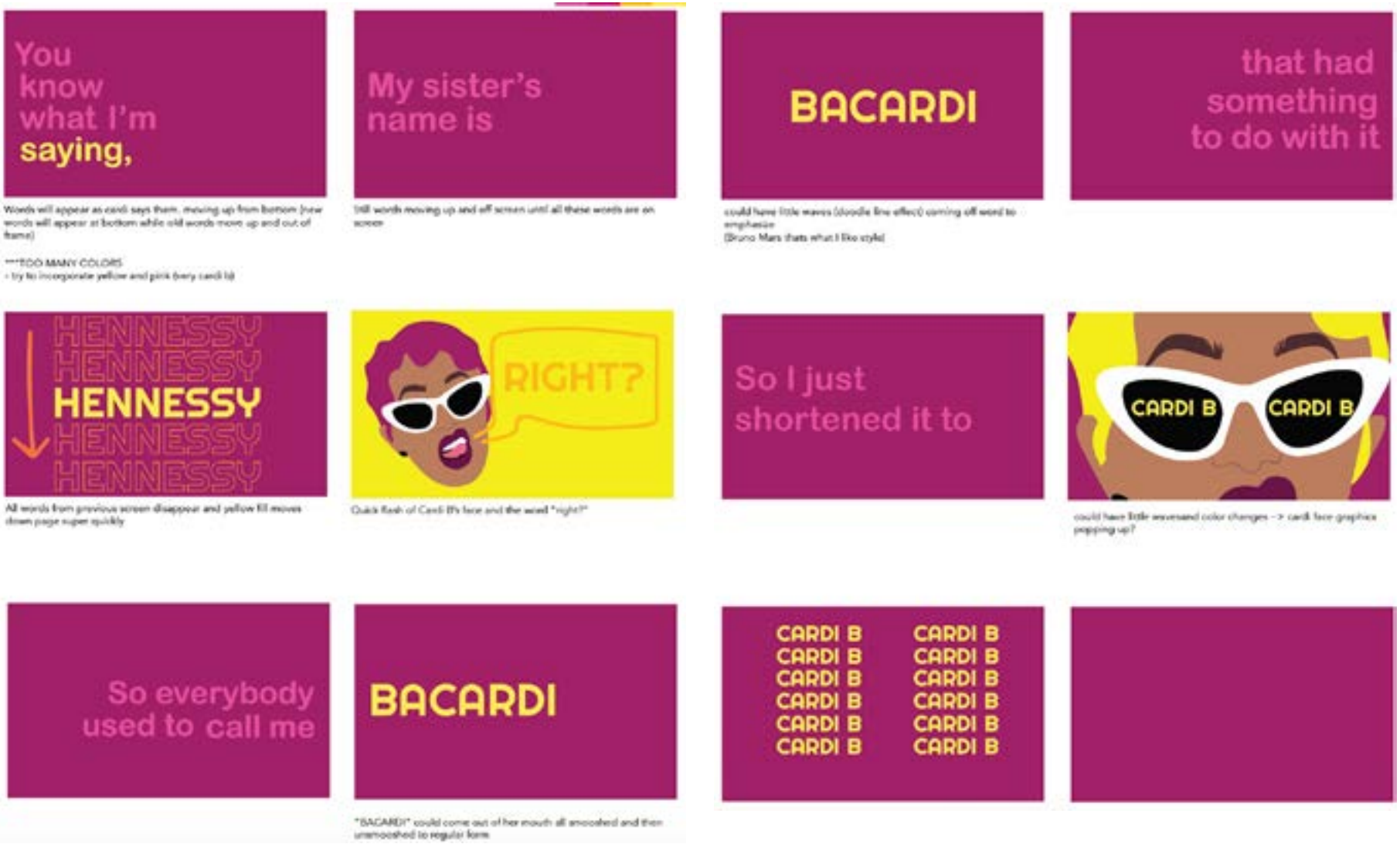


The goal here was to create more refined story boards, and to decide on a color palette. I started using some of the palettes I researched in the previous slides. The first image with the seafoam background looked promising. The second image (light blue background) was not as visually appealing so I decided to switch the colors to the opposites of what was used. This brings me to the third image with the yellow background. This palette I really liked, so I began drawing graphics that I thought would add to the overall imagery and style of my storyboards. I really liked the pop art visuals, as I thought I could create some really cool animations with them. However, I still wasn't 100% loving the hues fo yellow and pink so I continued to explore. The next image (with the gray background) was my favourite. I loved the fuschia and yellow, as I felt they were the right values. In the final image, I just switched the background colors and text colors around to see what ti woud look like, and it turned out that that was my favourite color palette. At this point I felt ready to create my final storyboard.

Click on the images to see more

WEEK 2 / STORY BOARDS & COLOR EXPLORATION

FINAL STORYBOARD & COLORS



Hover over the images to see more

WEEK 3 / ANIMATING

FIRST DRAFT



This was my very first full draft of my kinetic type video. I thought it was actually pretty good for my first draft. The words seemed to be appearing as they were supposed to (in line with the audio), the colors looked good, and the flash of yellow when cardi said “right” was a great pop of excitment. After establishing this, I started to work on little animations I could add in to make the type even more exciting. (A little side note moving forwards: While adding in the little animations, I did go back and fix some of the timing of the non animated text as I saw fit. For example, when she said “RIGHT?” I felt like I left the yellow and the word on the screen for too long. I wanted it to literally be just a flash, so I shortened its screen time significantly in the final video.)

WEEK 3 / ANIMATING

ADDING IN EFFECTS



While adding in effects, my animating process was a little all over the place. As I went, if I saw a spot at random that I thought I could do something interesting wtih, I tried it. I didn't have a plan as to exactly what I wanted to animate, but I had ideas of the kinds of motion I thought would look appealing. This first video shows a little text rotation that Meredith suggested in our last in class critique. I liked how subtle the effects were but it was too subtle with the text moving as fast as it was.



This next video shows my first attempt on animating one of the times where the word "Bacardi" showed up. I felt that putting emphasis on this word was important was important because it is the root to Cardi B's name. Having fun little animations on all or most of the important words kept my video consistent. The animation I was going for with the lines was to show the word getting bigger and explanding off the screen. It honetly worked better in my head than it did in the video, so I decided to move on.

WEEK 3 / ANIMATING

ADDING IN EFFECTS



This video shows the work I did on a completely different "Bacardi." This "Bacardi" animaition was inspired by the official lyric video to "I Like it" by Cardi B ft. Bad Bunny and J Balvin. In the video, the words would appear in sentences and Cardi's head would bounce over top of them as they were said. I mimicked this effect but instead of keeping all of the text static, I had the B move in when she said it, on top of the head bouncing onto it.



As for the next "Bacaradi" animation, I decided to experiement with the fact that Bacardi is a drink. I wanted to make the word appear as if it was being filled with Bacardi rum. This animation took me a while to master, as the first time I did it, the wave effect was too delayed. The second time I did it, I had to adjust the the space and curvature of the waves, as they were too many little waves making the animation look strange. Another factor I had to keep in mind while animating was how little time I had to execute this animation. I was worried the animation would be too much for the time, and the text would get lost (or be too hard to read). In the end though, I actually really liked this effect.

WEEK 3 / ANIMATING

ADDING IN EFFECTS



For the final "Bacardi" animation, I was drawn towards a neon light sign effect. (This is what I used in place of the expanding line effect I experimented with eailer.) This neon sign effect uses a bunch of different layers and effects (refer to my sources to see the tutorial link). I thought this was the perfect animation to add in to my video, as it matches Cardi B's bright personality. This video shows my neon effect on a slightly darker backgroud than I actually went with. I also added in the little flicker effect on top of the neon glow, just to really convey the concept of a neon sign. This worked out really well, especially with the timing of the way she said "Bacardi" in the audio clip.



One of the final aniamtions I added in before the ending bit was on the "INSTAGRAM name" line. Originally I had it just popping up just like all the other text, but I had it in yellow and in all capital letters. I felt this wasn't enough, and that having it shift positions slightly would mimic the way people scroll on instragram. I also added in a little instagram logo beside it, just to add the aesthetic.

WEEK 3 / ANIMATING

ADDING IN EFFECTS / THE ENDING



After getting all my animation throughout the bulk of my video, now I had to focus on how I wanted to end the video. This is the ending I had made when I completed my first official draft. I really liked it, but after adding in all the other animations, I felt this deserved something fun as well.



The first animation I attempted to spice it up a little was a little fading array of CARDI Bs. I still really liked having her face there in the end, because I felt it added a lot of character and you for sure can't ignore or not know who this video is about (which is the presence I was trying to channel). I though this was a cool idea, but a friend pointed out that it would probably make more sense if the array happened first, then her face appears. So, I continued to experiment.

WEEK 3 / ANIMATING

ADDING IN EFFECTS / THE ENDING



After reversing the process, I did actually like the ending a lot more. I thought it left a stronger impression and simply just made sense. This was the ending I used in the Monday February 4th submission. However, after this class it was pointed out to me that the actual word play I had to work with (BACARDI becoming CARDI) could make for a stronger ending. Meredith also suggested that I try something with her face that wasn't as prominent.



I took Meredith's suggestions and began to play around. I used a similar technique as before with the BACARDI B bouncing graphic, and had the BA and B slide in and fade out. I really liked where this was going, but I felt it was still incomplete. Cardi B deserved a much louder and bolder ending.

WEEK 3 / ANIMATING

ADDING IN EFFECTS / THE ENDING



To make it more energetic and loud, I played around with with yellow vs. magenta background as I did with the "RIGHT?" flashes. I also created a pattern with Cardi B's little face graphic to go along with the flashing, because I felt strongly about incorporating her face somehow. Overall, I really liked this ending, but the yellow background with the yellow hair didn't look right, and I was concerned that with the flashing and the pattern the actual word CARDI B would get lost.



To fix this I changed the yellow background to a light pink background. I felt sticking with the same color family looked better, and made it a bit less "in your face." At this point I was spiralling a little, because I didn't know what looked good anymore, and I just kept making different endings. I also wasn't sure that introducing this new shade of pink was a food idea, because it kind of messed up the consistency I had going on. With this in mind, I wanted to try one more thing.

WEEK 3 / ANIMATING

ADDING IN EFFECTS / THE ENDING



This ending option shows that I reversed what was flashing. The background still changed to that light pink, but the Cardi pattern was the thing flashing. It was here that I began to recognize that maybe what was confusing me was the pattern of Cardis and not the background color. So I tried one final thing.



This final ending iteration ties in a bunch of the animations I used eariler together. The fading array concept I feel really worked. It's still very bold and different, but it is more toned down and easier to look at.

WEEK 5 / FINAL SUBMISSION

ORIGINAL DUE DATE SUBMISSION (FEB 4)



This was the video I submitted in class on the initial due date, February 4, 2018. I was pretty proud of this video. However, as seen in the previous slides, I didn't stop here.

WEEK 5 / FINAL SUBMISSION

ORIGINAL DUE DATE SUBMISSION (FEB 4)



This is my final submission. I changed the ending significantly, and I also slowed down the opacity effect I had on Hennessy. Before it was going to fast, to the point where it wasn't legible.

Here's a link to the uploaded final video as well:
https://www.youtube.com/watch?v=DvGS1PdQVWY&feature=youtu.be

SOURCES

FINAL AUDIO CLIP

https://www.youtube.com/watch?v=8LPVjHxXvJM (Cardi B on Jimmy Fallon)

INSPIRATION IMAGES (COLOR PALETTES)

https://www.capitalxtra.com/artists/cardi-b/lists/outfits/rihannas-3rd-annual-diamond-ball/ (Capital Extra)
https://www.youtube.com/watch?v=xTINMmZKwpA (Cardi B, Bad Bunny, J Balvin - I Like It)
https://www.allure.com/story/cardi-b-shamed-for-stomach-hair (Primary Color Outfit)
https://www.pinterest.ca/pin/483433959742741 45/?lp=true (Anna Kovecses - Pinterest)
https://www.pinterest.ca/pin/403635185352846181/ (Girl with yellow Nails)
https://www.pinterest.ca/pin/Abjf617RLYticDKsdyRVKeFi5ylhNSmNf0aYDc08nHMNXMWQxm10qcc/ (Pink and Yellow Pattern)
https://www.pinterest.ca/pin/AYl8qrJEDFDJ2cBKLGA297_VpDm6z4BcTkqAqyWJQtibOjj3wm4lOZ0/ (Food Truck Festival)
https://www.pinterest.ca/pin/403635185353307269/ (Grey, Yellow, Turquoise, Magenta Collage)
https://www.pinterest.ca/pin/403635185353307276/ (Laneway Festival)

INSPIRATION KINETIC TYPE EXAMPLES

https://www.animaker.com/lyric-video-maker (Animaker)
https://www.youtube.com/watch?v=ApXoWvfEYVU (Post Malon, Swae Lee - Sunflower Lyric Video)
http://www.vh1.com/news/54103/best-lyric-videos/ (15 Lyric Videos That Are Actual Worth Watching)

LYRIC VIDEOS

https://www.youtube.com/watch?v=3K0RzZGpyds (Taylor Swift - Look What You Made Me Do)
https://www.youtube.com/watch?v=FM7MFYoylVs (Chainsmokers - Something Just Like This)
https://www.youtube.com/watch?v=8fsH8qxDDY4 (Student example - Winner)

ANIMATION AIDS

https://www.youtube.com/watch?v=Ua8o_hs6Xko (Liquid effect)
https://www.youtube.com/watch?v=-36U3feGtuE (Neon sign effect)