

# KINETIC TYPOGRAPHY PROJECT 1

MOME 729 Dynamic Typography

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# CONCEPT

For my Kinetic Typography project, I want to show how the viewer can look back to the past for the good times, while looking forward and knowing there is going to be an unknown future. The song that I chose is "Smile Bomb" by Matsuko Mawatari (From Yu Yu Hakusho) Cover by AmaLee (Created in December 2, 2017) because it has a rhythm and flow that makes people happy, hopeful, and harmonized to look around the world and see what they have. So I will use some journey art style along with mystic shifting colors to show energy. The colors that I will be using are yellow, blue, purple, and red because they are soothing and bright. I will be using a Futura Font choice because of its solid, yet readable format. Listening to this cover version of "Smile Bomb" is like a flow of positive energy washing over oneself and walking through life again to see the past, present, and future.

# SONG LYRICS

Running in a crowd,  
In a faceless town,  
I need to feel the touch of a friend.  
In the countryside,  
I wander far and wide.  
The isolation gets me again.

I don't know where to go  
When I feel like crying,  
"Oh my!"  
It's time to open myself,  
Do something new,  
I want to stop and grow up a bit.

Then suddenly, my power and confidence start swelling up,  
Magically erupt.  
And it's all because of the kindness that I feel  
From people I don't even know.

Then suddenly, my intuition and my wisdom grow,  
And then I know  
That most of all I sense compassion's real  
Thanks to strangers wherever I go.  
Thank you for waking me up!

Until now, how many times I've tried  
to tell you "please take care of yourself".  
Then with tear-stained eyes, I sadly said "Good-bye"  
as I waved and wished you "Farewell".

Then I think of how  
how much longer I must wait.  
I look inside myself,  
And feel something new,  
I want to stop and grow up a bit

It's all because, I'm feeling sad  
and then I cry, I don't know why  
The courage that I need, the power to succeed  
Gives me the strength to fly

It's all because of when I see my friends, oh my  
Every time,  
They're always behind me pushing me on,  
lighting the fire in me (Fire in me!)

Then suddenly, my power and confidence start swelling up,  
Magically erupt.  
And it's all because of the kindness that I feel  
From people I don't even know.

I won't forget, the times we shared on those pleasant days,  
Always.  
And I'll never lose the strength to succeed,  
The courage to do what I must.  
Your smile makes my heart explode!

# FONT CHOICE

## Font Choice 1

-Futura

Medium:

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abcdefghijklmnopqrstuvwxyz

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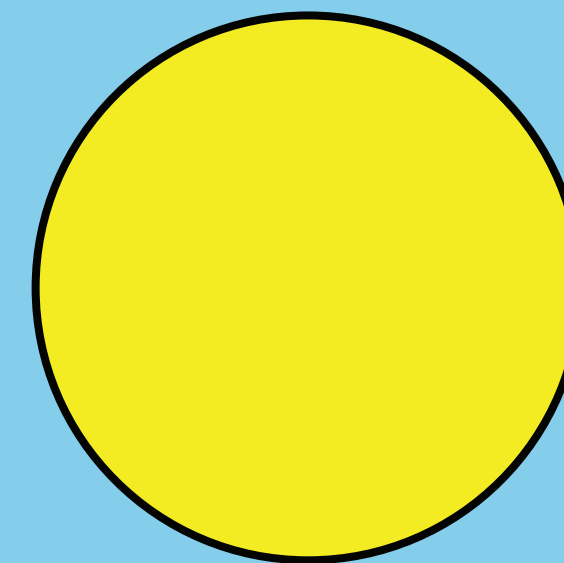
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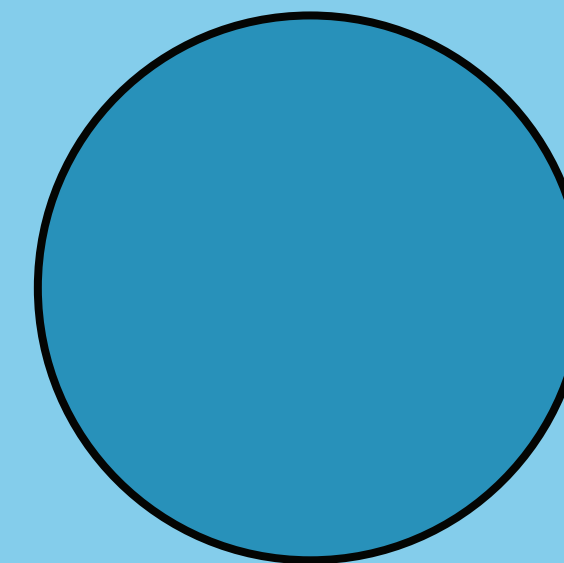
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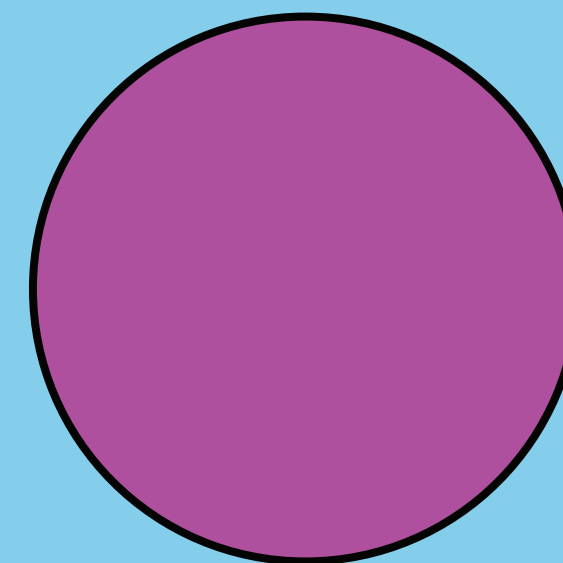
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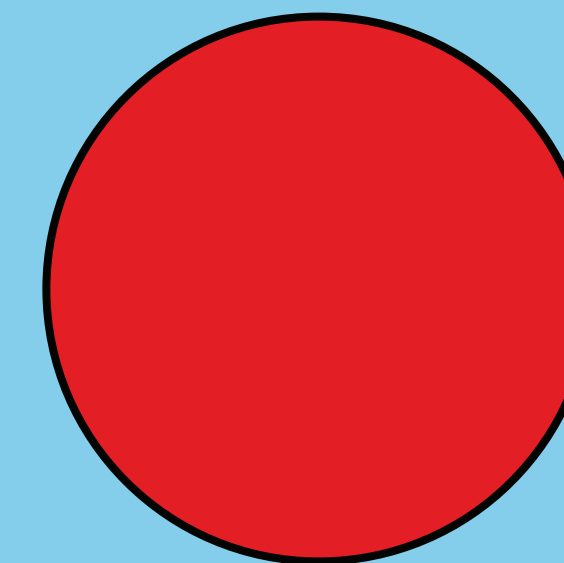
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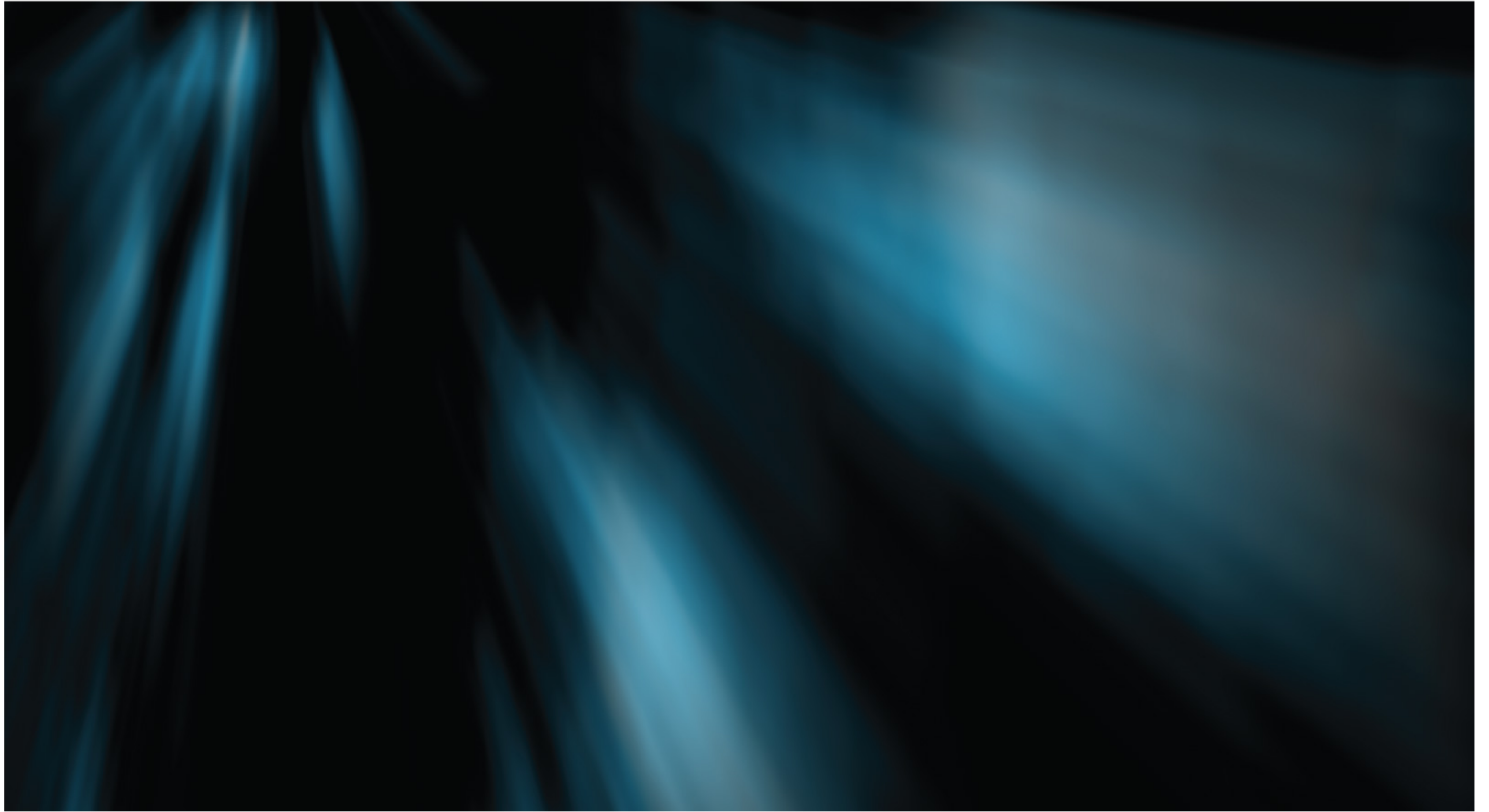


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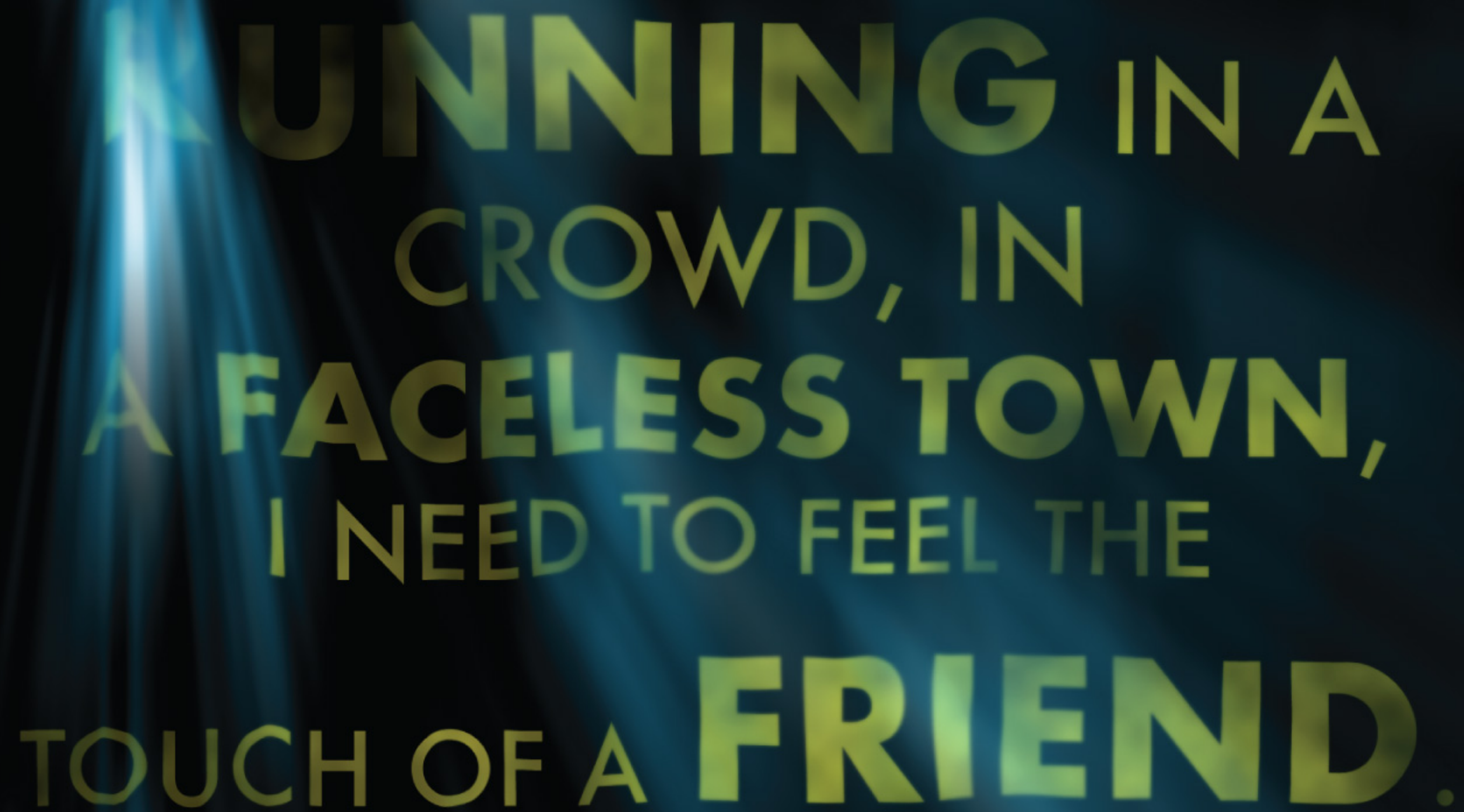


#E21717





Running in a crowd, In a faceless town, I need to feel the touch of a friend. = LOST, YEARN, LONGING



RUNNING IN A  
CROWD, IN  
A FACELESS TOWN,  
I NEED TO FEEL THE  
TOUCH OF A FRIEND.

Running in a crowd, In a faceless town, I need to feel the touch of a friend. = LOST, YEARN, LONGING





**RUNNING** IN A  
CROWD, IN  
A **FACELESS TOWN**,  
I NEED TO FEEL THE  
TOUCH OF A **FRIEND.**

Running in a crowd, In a faceless town, I need to feel the touch of a friend. = LOST, YEARN, LONGING

# IN THE COUNTRYSIDE

In the countryside, I wander far and wide. = BREATHE, PEACE, FREEDOM  
The isolation gets me again. = ALONE, ISLAND

# FAR

In the countryside, I wander far and wide. = BREATHE, PEACE, FREEDOM  
The isolation gets me again. = ALONE, ISLAND



# WIDE

In the countryside, I wander far and wide. = BREATHE, PEACE, FREEDOM  
The isolation gets me again. = ALONE, ISLAND



# ISOLATION

In the countryside, I wander far and wide. = BREATHE, PEACE, FREEDOM  
The isolation gets me again. = ALONE, ISLAND



I DON'T KNOW WHERE  
TO GO WHEN I FEEL

I don't know where to go When I feel like crying, "Oh my!" = ABANDONED, HIDE, HELPLESS, DARK



I DON'T KNOW WHERE  
TO GO WHEN I FEEL  
LIKE CRYING,

"OH MY!"

I don't know where to go When I feel like crying, "Oh my!" = ABANDONED, HIDE, HELPLESS, DARK

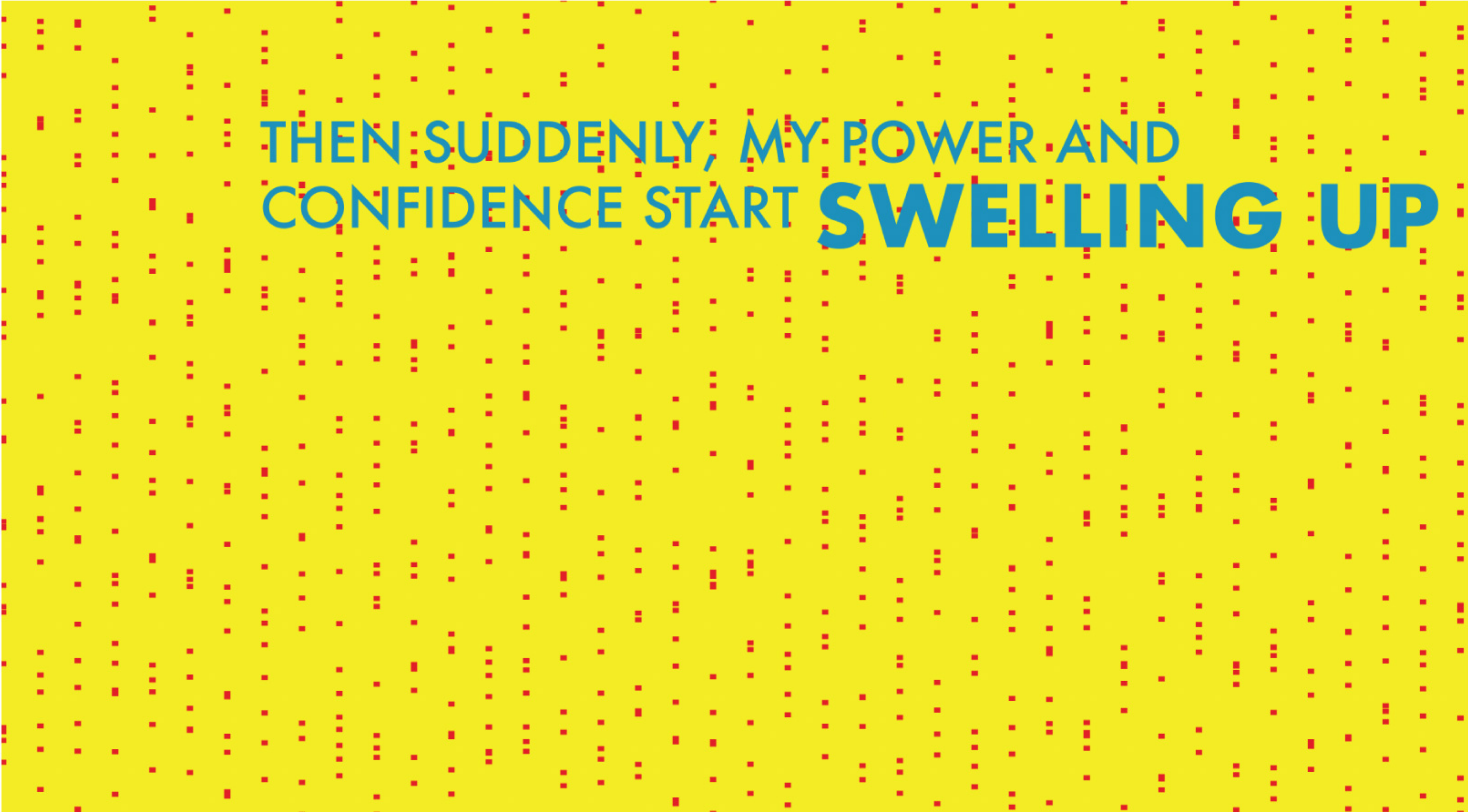




DO SOMETHING **NEW,**  
I WANT TO **STOP AND**  
**GROW UP** A BIT

It's time to open myself, Do something new, I want to stop and grow up a bit = EXPAND, BLOOM,  
TRUST, LIGHT



A bright yellow rectangular background filled with numerous small, red, irregularly shaped confetti-like dots scattered across the entire surface.

THEN SUDDENLY, MY POWER AND  
CONFIDENCE START **SWELLING UP**

Then suddenly, my power and confidence start swelling up, Magically erupts = BLOSSOM, RADIANT, JOY, FLOURISH





**MAGICALLY  
ERUPT**

Then suddenly, my power and confidence start swelling up, Magically erupts = BLOSSOM, RADIANT, JOY, FLOURISH



AND IT'S ALL BECAUSE OF THE  
**KINDNESS**  
THAT I FEEL FROM PEOPLE I DON'T  
EVEN KNOW.

And it's all because of the kindness that I feel From people I don't even know. = COMPASSION,  
GENEROSITY, CARING, HUMANITY, HEART



THEN SUDDENLY, MY  
**INTUITION**  
GROW  
**AND THEN I KNOW,**

Then suddenly, my intuition and my wisdom grow, And then I know That most of all I sense compassion's  
real Thanks to strangers wherever I go. = LOVE, PROSPER

THEN SUDDENLY, MY  
**INTUITION**  
AND MY  
**WISDOM GROW,**

Then suddenly, my intuition and my wisdom grow, And then I know That most of all I sense compassion's  
real Thanks to strangers wherever I go. = LOVE, PROSPER



**AND THEN I KNOW**

MOST OF ALL I SENSE

**COMPASSION'S**

REAL THANKS TO STRANGERS

WHEREEVER I **GO**

Then suddenly, my intuition and my wisdom grow, And then I know That most of all I sense compassion's  
real Thanks to strangers wherever I go = LOVE, PROSPER





**THANK YOU FOR  
WAKING ME UP!**

Thank you for waking me up! = SUNSHINE, IGNITE, JOY